

A Study on Brand Loyalty of Juice Items in Kathmandu Valley

CHAPTER-I

Introduction

1.1 General Background

In general sense Marketing is selling through advertising. However selling & advertising are only a small part of whole marketing. Marketing helps organizations to find out what customers want and also helps to decide what production make.

Today the concept of Marketing has changed drastically. Today marketing must be understood not in the old sense of marketing but in the new sense of satisfying consumer's needs (taken & Armstrong, 1997:P.15). If the marketer does a good job of understanding informers need, develops product that provides superior value & price distributes & promotes there effectively, he/she will easily sell the products otherwise it is difficult to stay in market.

Marketing has been developing together with development in human civilization. Marketing which covers the very wide circumstance now has not been development at one. If we go several centuries back to the history of human civilization. We find the contemporary marketing unsulfured. They didn't have any machines, tools or techniques of Marketing as used today, but the situation has been changed or derby and it has brought a wide change in human needs. Human aspiration for excellence & better status have given birth thousands of discoveries, invention, innovations & established much more different industries to fulfill that aspiration. These changes have invented not only different sophisticated tools & techniques, and effective strategies for forceful marketing but also the marketing a most competitive field.

Globalizations, technological change and intense completion are today's environment. Marketing scenes belongs to these who can deliver what customers are willing to purchase. An organization must determine their vision to satisfy customer's need & wants through successful marketing. Prof. Philip Kotler Says – Marketing is a societal process by which individual & groups obtain what they need & want through creating offering & freely exchanging products & services of value with others. (Stanton, 1978; P21).

Generally speaking marketing adds value to goods by changing their ownership and by changing their time & place of consumption (**Candift & still, 1972:P.7**)

Above definition give the importance on product, product is an element of Marketing Milk. People generally associate a product with goods & services, but the concept is not only goods & services. People are involved in Marketing 10 types of unifies: good services, experience events, person, places, properties, organization information & ideas (**Kotlter, 2000: P.3**). "According to Prof. Philip Kotler & Gray Armstrong a product is "Anything that can be offered to a market for attention, acquisition, use of consumption that might satisfy a want or need. It included physical objection service persons places organizations & idea. (**Kotler and Armstromy1997: P.274**).

After Producing the product of Juice items must be identified with a define brand. To building rand a number of requirements are demanded like a great deal of time, money, efforts packaging.

According marketing association define brand as " name, term sign, symbol or design or a combination of them, intended to identify the goods & service of one sellers & to differentiable them from those of competition".

Brand courage customers for repeat purchase of same product & promotes brand loyalty among stompers.

Brand loyalty is temporal aspects of customer behavior, which analyst a consumers whether are loyal or not to specific bran or set of brands in a certain time period. So when I search in same supermarket in Juice product. Supermarkets are like Bhatbhateni Departmental Store of Chakrapath, People's Plaza of Newroad, Civil Mall of Sundhara & Kantipur Mall of Gongabu, World Trade Centre of Tripureshwor etc. There are the Juice items. I found Juice are different flavor like mango flavor, Orange flavor Lichy flavor etc. There Juice items are different company's Dabour company's Real fruit, Rughin company's Active fruit:Paran of Bangladesh Company's, Appy Juice of Dughad Company's, Haitai juice of Korean Company's etc.

1.2 Focus of the Study

Basically Nepal is an agricultural country. Most of the people in Nepal depend upon the agricultural products. Only a few people engaged in industry. But now Industrialization is being adopted with the establishment of various types of industries and some people are shifting from agriculture to industrial sector. The industrial sector is in a developing stage (**Agrawal, 1994: P43**). Being an agriculture country Nepal cannot bring significant positive changes in its economy depending solely on agriculture. So Nepal also has been increasing different types of industries for last few decades and producing different products and launching them to the market. Which has made the market more competitive?

Production is the main activity of each every industry and successful marketing of the product is ultimate goal. But any production of product is not sufficient for a successful marketing; it requires proper branding, labeling and packaging. Branding is most essential to the successful modern marketing. It has become so strong that any product hardly goes unbranded. A brand is name, term, sign, symbol or design or combination of them which is intended to identify the goods or services of one seller or group of seller and differentiate them from those of competitors, (**Kotler, 2000: P.404**). Thus brand is not only a name given to a product but also a technique by which differentiate the product from previous ones. Every producers or marketers seek to get positive attitude toward the brand of his product. Every manufacturer wants and tries his /her best to make the consumer loyal to the brand of his/her product.

Every brand has certain image in the market. Every brand is known by its own appearance and quality. Consumers choose their brand according to their faith or trust or experience of the same product. If they think a brand is positive attitude toward the brand and make repeat purchase, which is a simple way who have the positive attitude towards the particular brand, those consumers are said to be loyal to the brand, so that they buy the same brand continuously.

The term loyalty stands for the quality of being true and faithful in one's support of something/somebody. And the term brand loyalty is combination of the term brand and loyalty. Brand loyalty is a temporal aspect of consumer behavior, which indicates the faithfulness of

consumer to the specific brand and makes him/her a repeated purchaser of the products. According to John. C. Mowen brand loyalty is.

" The biased behavioral response, expressed over time by some decision making unit to one or more alternative brands out of a set of such brands that results from the psychological (decision marking) process" (**Mowen, 1990: P.776**).

But quite naturally all the consumers do not deal or behave with the brands exactly in the way that marketers want. There are some consumers who keep on sticking to a particular brand, those types of consumers are loyal to brand and they never switch off their brand whatever the condition is. On the other hand some consumers are indifferent in selection is. On the other hand some consumers are indifferent in selection of brand, they shift or change their brand because they are easily influenced by special deals like-free samples, discounts, attractive gift offers, advertisement's and price activities. Similarly there are some others who are frequently shifting from one brand to another, such consumers are no-loyal consumers to the brand or many ignore the brand. They buy just asking price and quality to seller.

George Brown classified the consumer in four groups according to brand loyalty status as,"

- Hardcore loyal-Consumers who one brand all the time.
- Split loyal-Consumers who are loyal to two or three brands.
- Sifting loyal-Consumers who shift from one brand to another.
- Switchers-Consumers who show no loyalty to any brand"

(Kotler, 2000: P.269).

Competition is the main characteristics of modern marketing, which is increasing day by day in Nepalese market. Industries producing many different types of products and also large number of products are being imported from other countries. So, that competition is very tough Nepalese market. Every produces lunches their product as the excellent form different promotional tools like TV commercials, Radio, Newspapers, Posters, Hoarding Boards, Pamphlets, Cinemas and other electronic and non-electronic media tools offering to their products. Each and every producers and marketers want to capture high loyal market share and develop and loyalty on their product brand.

Above-mentioned circumstances are wide spread in Nepalese market, which shows the necessity of understanding the consumer behavior on branding. In Nepal industrial establishment has been increasing and entering the Industrialization revolution era. So behavior of a consumer has the important role to develop successful marketing strategy.

I. Real Juice : It is Dabour Company's Juice. It is very common juice in Nepal. This company's are many flavored like Mango, Orange, and Pineapple etc. This fruit's retail price is Rs. 20 & wholesaling price are Rs, 18. it is mixes like Eney-61 Kcal , protein 01 gm, Carbohydrates 15.3 gm, Fats 0.0 gm calcium 4 gm. Iron 0.4 gm, Barones 300 gm or equivalent vitamin a 50.25 gm.

II. Appy Juice : It is Dughad company's Juice : It is also vary common Juice in Nepal . It can be drink anytime in a day. Sugar, Citric Acid, Malic Acid & Ascorbic Acid are mixes in this fruity. It also found many flavored like Mango, Orange, Lichy etc. It is market price also Rs. 20 & whole sell price is 18.

III. PRAN Brand Juice: This Juice is production in Bangladesh. It is also drink anytime a day. It is found in market Mango & Pineapple flavored. In this Juice are found like Calories 56 mg. Fat 0 mg, Sodium 12 mg, Carbohydrates 14 mg Sugar 13 Vitamin A 2 % Calcium 0% Vitamin C 40% Iron 6% etc.

IV. HAITAI Brand Juice: This is Korean branded Juice. It's flavored are Apple, Pineapple, Grapes etc. Energy calorie 22g Protein 0 gm Carbohydrates 13 gm, Sodium 15 mg Vitamin C 11 mg etc. Mixes in this Juice.

1.3 Statement of the Problem

Development in both National and International perspectives have increased so many alternate products and brands in Nepalese market. Today on can use the products produced in any corner of the world sitting home and consumers have chance more freedom to choose the brands, they have the change to choose brand that they think the best. In spite of availability of alternate brands in the market, do the consumers' sticks up to any particular brand of do they repeatedly purchase the same brand? This is the burning question of Nepalese consumer market.

So the basic problem of this study is to measure loyal consumer on branding in entire Nepalese market. Marketers are always concerned with real number of consumer and their

beliefs and opinions concerning their brand and competing brand. On the basis of this problem are the problems of this study are presented below.

1. What will be the brand awareness of consumers in Kathmandu, Valley?
2. Are the consumers of Nepal brand loyal? If they are loyal what is the state of loyalty?
3. What is the correlation between person's personal characteristic, societal and economic perspectives of person with brand loyalty?
4. What are the causes of brand swathing in consumers of Kathmandu, Valley?

What is the purchase preference of consumers of Kathmandu, Valley?

1.4 Objectives of the Study

Study on brand loyalty is a temporal aspect of the consumer behavior, it facilitate understanding consumer behavior. Loyalty on branding is a valuable property of the manufacture of producer. Success of the product on market means increasing of brand loyal consumers; hence study on brand loyalty focuses not only the image of brand but also highlights the image of producer. Realizing this value of brand loyalty marketers in the other countries, mostly in the developed countries has been continuously conduction researches on brand loyalty. But on researcher in Nepal has pay attention so far in the subject. Therefore this study is conducted mainly to find out whether or not loyal on branding exists in the Nepalese consumers market. The objective of this study can be listed as follows:

- a. To examine the brand consciousness of the Nepalese consumers in Kathmandu valley.
- b. To analyses the number of brand loyal consumers or percentage of brand loyal consumer and analyses its impact on purchase decision.
- c. To identify and examine the relationship of brand loyalty with demographic variables like age, sex, income and marital status.
- d. To recommend measures helpful or important for developing marketing strategies and for conducting further research on loyalty in brand.

1.5 Importance of the Study

Economic condition of country is directly related with the success and failure of the existing units of the different types of industry. Success of the industry will carry the country towards development. Success to their industry is the main function of successful marketing of its products. In the era of cutthroat competition, successful marketing demands an understanding of consumer's taste, Choice, Performance, and loyalty. As the focus of the study brand loyalty' the temporal aspect of the consumer behavior. The manufactures of marketers of the country will be highly benefited by this study. They may use the findings of this study as the guideline for making strategies for their products, so that they can achieve success.

Study of loyalty on branding or brand loyalty helps to know the consumer behavior on the product. Knowing the attitude about products manufacture can decide the advertisement policy, consumers, response to the price and availability of the product and consumer are identified as loyal and non-loyal, market may according be segmented as loyal and non-loyal consumer market and the study of loyalty on branding gives control in planning marketing mix. Besides this implication of study on brand loyalty no research study has been carried out so far to find out the number of loyal consumer on branding in the Nepalese market.

Increment of population and demand helps to increase the industries. So this study "brand loyalty" is an important study. This study will of course be a valuable guideline to the industrialists, manufactures] or marketers of the country. Similarly it would be a valuable reference to the scholars or researcher who is interested in conduction further research about "brand loyalty."

1.6 Limitation of the Study

The limitation of this study is follows:

- A. The products included in this study are based on different products item's (i.e. Real Fruity, Active Fruity, Appy Fruity, PARN brand Juice Coca-Cola Company's minute maid juice.
- B. Sample size is very small in comparison to the population of the study.
- C. This study is entirely based on the views and responses of the consumers.

- D. Study of loyalty requires a repeat purchase pattern. But in high involvement products have high financial risk, high personal risk and physical; interest, so large number of the items bought is only low involvement products, which are the reason for selecting low involvement products.
- E. It is almost impossible to include the whole population in the study. So, out of this population 100 consumers are surveyed in Kathmandu, Valley.

1.7 Organization of the study

This study is divided into five chapters, which are as follows:

Chapter 1: Includes the introduction and general background, focus of the study, and statement of the problem, importance of the study, objective of the study, hypothesis, and limitation of the study.

Chapter 2: Include review of literature in this chapter the review from books, journals, thesis and independent studies are taken into account.

Chapter 3: in research methodology: It includes the research design, data collection procedure, sample plan, method to analysis and presentation.

Chapter 4: in data presentation and analysis part: it is the main body of our research. It includes data presentation interpretation and analysis. In this chapter brand loyalty of different consumer level is analysis.

Chapter 5: includes the summary and conclusion of the research. And finally suggestion and recommendation are given.

CHAPTER-II

REVIEW OF LITERATURE

2.1 Introduction

The concept of marketing has changed drastically now. This change is not only invented different sophisticated tools and techniques and effective strategies for successful marketing us also made the marketing a most competitive field.

Today firms are changing them as the transnational corporation and their strategies are also changing. Stage of development of the transnational corporation is presented by Warren J. Keegan as, **(Keegan, 2000: P. 4347)**

A. Domestic

In this stage company is domestic in focus, vision, and operation This Company focuses upon domestic markets, domestic suppliers, and domestic competitors.

B. International

In this stage company extends marketing, manufacturing, and other activity outside the home country.

C. Multinational

When a company decides to respond to market differences it evolves into a stage there multinational that pursues a multi- domestic strategy.

D. Global

The global company will have withered a global marketing strategy or a global sourcing strategy, but not both. It will wither focus on global markets and source from the have or single country to supply these markets, or it will focus on the domestic market and source form the world to supply its domestic channels.

Today all the marketing activities revalue in the consumer and various advancements made in marketing has established the consumer as the sovereign power in the marketing world. So in order to be successful accordance with marketing, products must be produced according to the need of the consumers and interest of the society. “The firm’s ultimate success depends primarily on how well it performs in the market place” **(Terpstra and Sarathy 1994: p3)**. In the modern

business world understanding of consumer choice, purchase decision- making process etc. or understanding of consumer behavior is most necessary to become a successful marketer. Study on consumer behavior has prevailed as an effective measure, helping to develop the successful marketing straggly. This growing need and important part of the behavioral study of consumer gave birth to “study on brand loyalty behavior of consumer” as a separate subject of the study.

2.2 Brand

Brands have existed for the last few centuries. However, it has become a major part of the marketing strategies since the 1980s. Brands and branding have not only become major focuses of marketing strategies but also part of the financial strategy as it is now recognized as one of the key intangible assets popularly known as brand equity.

Branding traditionally has been used to distinguish the goods of one producer from those of another. The word brand has been derived from the old Norse word branch witch means to burn. In order to identify livestock. Owners still burn their skin with special symbols. This process is still known as branding livestock.

American Marketing Association defines brand as *"name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition."*

Marketing professionals think that the AMA definition is too narrow to explain the current scope of branding. The definition only highlights the identification role of branding and they feel the AMA definition has "small-b-brand" while their perspective of a brand has "big-B-Brand".

There is no single accepted definition of a brand; rather there are six different approaches to look at brand and branding (Hankinson.2000:481_.

1. **Visual/verbal Approach:** In the context of a market it is the brand that lived on for a long time rather than products. Recognition of the brand is possible through the name of special designs of the packages. The AMA definition

covers this dimension of a brand. This dimension is also important from the legal point of view as what is registered is the name, trade mark and package designs.

2. **Positioning Approach:** Brands have a special purpose to establish the name in a unique position in the buyers' mind. This approach uses the marketing research to find a suitable position and uses marketing mix components to establish the name in that position.
3. **Brand Image Approach:** The building of an image is regarded as the main purpose of branding. It is the symbolic aspect of the brand that is important. This approach emphasizes on the psychological aspect of branding. It also tries to build a relationship between the customer and the brand. The brand image is created and established with a clear understanding of the thoughts of the target customers.
4. **Added Value Approach:** This approach emphasizes on the brand's ability to create and offer added-value to its buyers. It focuses on the augmentation aspects of the brand which a buyer perceives to be "unique" and provides higher satisfaction by owning or using the brand.
5. **Perceptual Appeal Approach:** This approach suggests that each brand provides certain appeal. There are three types of appeal that a brand may project an appeal to the senses, an appeal to reason and an appeal to the emotion.
6. **Personality approach:** Since the 1980s, the concept of brand image has been replaced by the concept of brand personality. The personality approach suggests that like people brands also have their personality. Marketers often try to match the personality of the brand with the personality of its buyer.

From the integration of the six approaches brand and branding has the following more workable definition.

"A brand may be a product or a service made distinctive by its positioning relative to the competition and by its personality in the context of the target market" (Hankinson and Cowing, 1993).

2.3 Brand of Loyalty

'Brand loyalty' is a temporal aspect of consumer behavior. Loyalty on branding analyzes whether or not a consumer is loyal to a specific brand or set of brands over a certain specific brand or set of brands over a creation period.

Studies on brand loyalty began when researches on consumer's behavior became popular. Today we found most of the products are sold by brand even the vegetable products are sold by brand in developed countries. This increasing use of brand has significantly increased the necessity to understand the brand loyalty behavior of consumer.

Brand loyalty has defined in different way by the different scholars, experts, behavioral scientists and researchers. They have used different approaches and criteria to measure brand loyalty behavior approach and some used consumer attitude and some measure brand loyalty behavior approach and some used consumer attitude and some used both the consumer behavior and consumer attitude.

So many researchers have been carried out on brand loyalty in developed and industrialized countries. Different researcher efforts on different bases and have used different measures of brand loyalty. Hence it seems very necessary to pay particular attention on definition of the term and approaches to measurement while reviewing the literature.

One of the earliest definitions on brand loyalty has given by James. F. Engel and Roger **D. Blackwell**, who emphasis the sequence of purchasing of a specific brand. The key of this definition is that the purchasing pattern of a specific brand determines loyalty on the brand. This definition classifies brand loyalty in four categories:

- a. Undivided loyalty
- b. Divided loyalty
- c. Unstable loyalty, and
- d. No loyalty on branding (**Engel and Blackwell, 1982:P. 566**)

For example, if A, B, C, D, E, and F are various brands in a particular product category. The consumer of the product could be classified as having following type of loyalty.

- a. Undivided loyalty: If the purchase sequence is AAAAAA
- b. Divided loyalty: if the purchase sequence is ABABAB
- c. unstable loyalty: If the purchase sequence is AAABBB and
- d. No loyalty: If the purchase sequence in ABCDEF.

In place of brand choice sequence Leister Guest used preference statements over time as measurer of brand loyalty. In that year he collected data about the awareness and preference of students. In following studies of these same person 12 and 20 years later he found suggestion evidence of high degree of loyalty toward brand names (although not to any specific brand)

Brand loyalty is the proportion of total purchase within a given product category devoted to the most frequently purchased brand (**Engle and Blackwell, et.al. P567**). This definition employs proportion of purchase as the measure of loyalty on branding we can say loyalty on branding is measured on the basis of the proportion of total purchase within a given product category to the most frequently purchased brand or set of brands. The grater the proportion of purchase of a brand or set of brands the higher the loyalty on brand.

All the definition of brand loyalty stated in the previous pages and the researches based of that definition have focused many on the consumer behavior or consumer purchase. There are three approaches to loyalty on branding used by the researchers. Brand choice sequence approach as used by George Brown, Preference over time as used by Leister Guest and proportion of purchase as used by Blast berg and Seen, have extend the proportion of purchase approach to segment that are loyal to nation of private brands as a category as well as specific brands within each of those categories (**Engel and Blackwell, et.al: P. 568**). They found one segment of the population to be 'high national bran loyal' and found that the proportion of purchase devoted to the favorite brand ranged from about to 100 percent within this segment.

The definitions of brand loyalty based on the brand choice sequence, approach and preference over the time period of proportion of purchase approach are the operational definitions. They do not make any differentiation between spurious loyal buyer and a true loyal buyer. Similarly according to this definition it is difficult to compare the findings. For example even in the same study results may vary according to the approach used. They define brand loyalty in terms of consumers' behavior of consumer purchase only. In this sense, they are based on repeat purchase behavior rather than brand loyalty behavior.

Jocoby and Chestnut defines brand loyalty as-

- a. The biased (i.e. on-Primary)
- b. Behavioral response (i.e. purchase)
- c. Expressed over time.
- d. By some decision-making unit.
- e. With respect to one or more alternative brands out of a set of such brands, and
- f. Function of psychological (i.e. decision making evaluative) process"

(Engel and Blackwell, et. al: P.571)

Since, reference purchase definition of brand loyalty includes with the consumer preferences and the consumer purchase and put forward a clear concept of brand loyalty. Brand loyalty, as a concept is both input and output variables. As an input variable it is the cause of the consumer decision and as an output variable it is the result of the consumer decision. So researchers have not only defined what brand loyalty is but have also endeavored to find out how it develops.

An existing base of loyal customers provides enormous sustainable competitive advantages—first, it reduces the marketing costs of doing business since existing customers usually are relatively easy to hold the familiar is comfortable and reassuring—second the reality of existence customers represents a substantial entry barrier to competitors. Third, brand loyalty provides trade leverage. Fourth, a relatively large, satisfied customer's base provides an image of a brand as an accepted, successful, enduring product that will include service backup and product improvement. Finally, brand loyalty provides time to respond to competitors' moves—it gives a firm some breathing room **(Aaker, 2000, P.177-178)**.

If the consumers are identifiable as loyal and non-loyal the market can accordingly be segmented as loyal consumer market and non-loyal consumer market and separate marketing strategy can be used for each as Engel and Blackwell, says-

"Brand loyalty is one of segmenting a market." **(Engel and Blackwell, et.al:P597).**

Manufactures always like to know about the market captured by each brand which product is profitable to produce, where it is better to sell and the quality to be produced. Hence the knowledge of brand loyalty is major instrument to make a production plant and employ control mechanism to avoid any future difficulties.

According to the above discussion we conclude brand loyalty makes the manufactures aware of probable future progress and gives warning to take suitable action avoid any adverse situations likely to prevail in the future.

2.4 Brand switching

Simply brand switching is consumer's habit of constantly shifting from one brand to another. In this sense it is opposite to brand loyalty. The buyer who is habitual brand switcher is non-loyal consumer. Why consumers are involved in brand switching behavior? It is the very important question to understand the brand loyal behavior of consumer because why consumer switch brand explains why consumers are non-loyal to the brand. There are many causes of occurrence of brand switching behavior of a consumer. Consumers are often observed to do a lot of brand switching. An example occurs in purchasing cookies the consumer has some beliefs choose brand of cookies without much evaluation and he evaluate it during consumptions. But next time the consumer may reach for another brand out of boredom or wish for a different taste. So brand switching is needed for sake of variety rather than dissatisfaction.

On the other hand Shiffman and Kanuk says-

" Some consumer switch brand because they are dissatisfied or bored with a product. Others because they are concerned with price than brand names" **(Shiffman and Kanuk, et.al.P.260).**

A consumer who is loyal to a brand for a long time may switch to other brand because of dissatisfaction or boredom with the brand he/she has been using for a long time. Similarly if the consumer is more price conscious than even a slight price-cut in competitive brands may make him/her move toward these brands. But the research studies on brand switching reveal that brand switching is not every much threatening to the manufactures. A recent study on consumer purchase habit reported that brands with larger market shares have proportionately larger groups of loyal buyer (**Shiffman and Kanuk, et.al:P.260**). Another study reported that contrary to many marketers' beliefs, brand loyalty is declining significantly., the slight decline that has been measured appears to be due to an increase by marketer in sales promotion (i.e. special price deal, coupons, sweeps takers, free samples etc.) at the expenses of advertising and targeting towards specially niche. (et.al: 260)

Thus it follows that some intro-personal factors such as dissatisfaction, price consciousness and aspiration for testing new brand causes brand switching. Similarly some external factors like-special price deals, coupons free samples and comparative advertisement etc. May also cause brand switching. But the definition of Shiffman and Kanuk-

"Such brand switch cannot be converted into brand loyalty" (**et.al:P.260**). The consumer do not keep on sticking up to the brand that they are switched to together with the end of such special deals as price-cut, free samples, coupons etc. consumers returns back to their previous brands.

2.5 Brand loyalty correction

Brand loyalty correction measures the relationship of various factors that are associated with brand loyalty. It explains why brand loyalty varies across product and consumer. Many researchers have been conducted to find out such correlation of brand loyalty. Engel and Blackwell have made the following conclusion after analyzing the findings of around 34 researcher conducted by various scholars and experts.

Socio-economic, demographic and psychological variables generally do not distinguish brand loyal consumers from other consumers when traditional definitions of brand loyalty are used.

When extended definitions of brand loyalty are used, some socio-economic, demographic and psychological variables are related to brand loyalty. However those relationships tend to be product specific rather than ubiquitous across product categories.

There is limited evidence that the loyalty behavior of an informal group leader affects the behavior of other group members.

Store is commonly related with brand loyalty.

There is some evidence that brand loyalty is inversely related to the number of stores shopped.

The relationship between amount purchased and brand loyalty is uncertain because of contradictory findings.

The relationship between inter-purchase time and brand loyalty is uncertain due to contradictory findings.

There is limited evidence that perceived risk is positively related to brand loyalty.

Market structure variables including the extensiveness of distribution and market share of the leading brand exert a positive loyalty on brand.

The effect of the number of alternative brands, special deals, price activity is uncertain due to contradictory findings (**Engel and Backwell et.al.P.577-79**).

Brand loyalty covers the very wide circumstance. So it is very difficult to find out what factors are correlated what are not. Hundreds of correlated factors may found there. To find out what factors are correlated and what are non-correlated to brand loyalty, it is necessary to develop the scientific and widely accepted research instrument. The main cause of contradiction among research findings is absence of widely accepted research tradition because they use deferent definition of brand loyalty. Some have used traditional definition, which measures brand loyalty on the basis of the consumer purchase where others have used the extended definition of brand loyalty, which measure brand leanly on the basis of the both consumer

purchase and consumer preference. Due to these of different definition and approaches the researches findings concerning brand loyalty correlation have resulted into confusion and contradiction. Hence it is not only difficult but also impossible to state exactly what are the correlation and non-correlation of brand loyalty. Brand loyalty correlation is the important aspect of study of brand loyalty. Brand loyalty correlation varies across products and consumers. Similarly brand correlation identifies the characteristics of brand loyal consumers and distinguishes them from the non-loyal one. Thus the loyalties on brand correlation are important for a manufacture. Therefore there must not be any contradictions or confusion about the correlation. Correlation must be defined and stated precisely so that the marketer could use them as the guideline for making strategy and this can be better done by improving the weakness of past attempts and by developing the most scientific and widely accepted research tradition.

2.6 Brand Loyalty Model.

There are various models brand loyalty models, which are using to understand and predict brand loyalty behavior of the consumer. The models help to identify the factors affecting loyalty behavior of consumer and predict how such factors are likely affect behavior in the future.

The models that have been employed to analyze brand loyalty behavior predict behavior on the basis of random distribution of probabilities. These models treat the response of the consumers in the market place as the outcome of some probabilistic processes. The models recognize that, there are many consumers and other external variables, which determines the outcome of behavior. Even though these factors or variables are not explicitly included in the model. They are represented by probability distribution and their affect is accounted. So far, most of the model have been concerned with predicting brand switching behavior and the rate of trial and repeat purchasing of new product.

There will arise some questions while attempting the behavior models, such as:

Are all the members of the population same to concerned brand loyalty behavior? This question is related with degree of loyalty that varies across consumers. Do the acts of parching and using the given brand affect the probability that the given brand will be purchased again in the near future? This is a question, which is related with whether or not short-term learning incorporated in the brand choice changing systematically over time because of the influence of promotions, distribution or shifting taste?

All questions mentioned above basically deal with impact of consumer variables such a personality, attitude, income etc on the consumer behavior. Considerable efforts have been made to develop models that describe a functional relationship between that probability of choosing a brand during a purchase occasion and the factors like attitude, personality, income, past experience, price, competitive activity etc. which affects probability. Some of these models that are important as well as widely used are reviewed below.

2.6.1 Market Model

This model assumes that past purchase influence the probability of current purchase. Many models have been building up on this basic assumption and they are known "Markov Models". Among these models the most commonly used on is first-order Markov model (**Boyd and Massy, 1992: P.59-63**).

The first order Markov model analyzes the impact of short-term consumer learning on the purchase probability. This model assumes that the outcome of the last purchase decision affects the brand-choice probability on the next trail but the model denies that except the last one other previous purchase has no effect on the probability. For example, the purchase sequence AB and BB would both lead to the same prediction about probability of purchasing brand an on the next purchase because in both cases the last purchase is brand B (**Ibid**).

This model can be better illustrated by a product category having three brands. Let us suppose the following probabilities representing brand choice behavior of consumer in a place.

Table No:1
Probability of brand

Last Purchase	Next purchase		
	A	B	C
A	0.80	0.10	0.10
B	0.10	0.60	0.30
C	0.3	0.30	0.40

Note: These probabilities are conditional or transitional probabilities of moving from one stage to another in any two consecutive time period and are estimated on the basis of post purchase data for a sample of customers.

The probabilities stated in the table above or the transitional matrix given above shows that the brand purchase in the last purchase exerts great influence on the probabilities that is applicable in the next purchase. If brand a is bought is last purchase it almost certain to be bought in the next purchase of a consumer purchased brand A during a certain period there is 80% chance that he/she will buy A again during the next purchase 3, 10% chance of buying B and 10% chance of buying C. If the same consumer purchase brand B in place of brand A in the last purchase, then his/her chance of buying brand in the next purchase is 10% that of buying B is 60% and of C is 30% (Ibid).

The transitional matrix mentioned above which is Marko model assumes to be stationary (i.e. that remain unchanged through time) can be used predict the future brand share values for A, B and C. Furthermore the transitional matrix (probabilities) in the model can be use as on one way of measuring both the holding power of a given brand and its ability to attract patronage from other brands. Further the model has been used to estimate the number of periods that will pass before a given brand will be tried.

2.6.2 Liner Learning Model

The primary concept of this linear learning model is similar to that of Markov model. That is past purchase affect the future brand-choice. However, this model

assumed that the consumer's brand choice probability changes by certain amount depending on the outcome of a given brand choice event (whereas in the Markov model, the probability is set to a value that depends solely on the outcomes of the event). Suppose that buying brand A raises the probability of buying A by 10% while purchasing competing brand B causes the probability of buying brand A drop by 5%. If the probability were 0.75 before a given trial, it would be either 0.75 or 0.65 after the trial, depending on the outcome. Similarly, if the initial probability were 0.40 the same model would produce output probability of 0.50 after the purchase of A and 0.35 after the purchase of B. Thus linear learning model shows that there is a linear relationship between pre-purchase and post purchase probabilities (**et. al / 63-65**).

Alfred Kuchn applied this model to brand choice data and found that it provided good predictions. Many researchers have tested this model even after Alfred Kuchn and have found the performance of the model rather well in the most of the testes. There are many models so far developed as the modifications to the basic linear learning model. Some of them considered as important are those, making their parameters functions of these forces. (**Ibid**).

2.6.3 Probability Diffusion model

David Montgomery proposed the probability diffusion model. This model assumes that the past purchases do not affect the brand – choice probability in time to time. According to this model, an individual's response probability is a function of external environmental factors. The probability is non-stationary and varies from consumer to consumer. Thus the mechanism of the probability diffusion model is, to some extent related to that of the Markov model (**Boyd and massy, 1996, P 67-68**).

2.7 Overview of Previous Research

In 1952, the first **study on brand loyalty** was published by **George Brown**. This study was conducted on a panel of 100 households. Survey method was used for this study. The survey was conducted on the household purchase of frequently purchase low involvement goods such as coffee, orange juice, soap and margarine.

Households making five or more purchase was place is one of the four brand loyalty categories depending on the sequence of brand purchased. On the basis of definition of brand choice sequence, Brown noted that household demonstrating some degree of loyalty varied from 54 to 95 percent depending on this product involved. On the other hand, percentage of the household which were undividedly brand loyal varied from 12 to 73 percent from product to product.

Anupam Vasudeva, (2002) in study of brand loyalty among the urban and rural people, have pointed out that there are only two factors influencing the brand loyalty market share of the brand the response to the promotion scheme. High market share of the brands attracts more brand loyalty than low market share brands to the brand loyalty.

In the contest of **Nepal, Patan, Yogesh(1993)** in his study on '**Brand Loyalty**' had concluded that Nepalese consumers have given high importance to the brand in both consumer durable goods and consumer non-durable goods. The consumers were brand loyal however their percentage is very low. Brand loyalty varies across the products. Brand loyalty is relatively higher in the products that are more frequently needed than those, which are needed or used frequently. In his study, the hand found that the consumers belonging to the age group of 26 to 40 of age more brands loyal than those belonging to other age group. Brand loyalty was positively associated with the income as like free samples, coupons and price activity and advertisement.

Moreover, **Mr. Ghimire** has treated brand loyalty as a general attribute or ubiquitous actor's products rather than product specific. However the researchers conducted so far have proved that brand loyalty varies across products. Hence, the finding of his study concerning to brand loyalty seems to be execution to the fact that is accepted universally.

His study is based on the durable consumer goods: stainless steel products, steel furniture, wooden furniture, glass and electric hoods. These products are not generally purchased repeatedly. Most probably, they are bought once in the whole lifetime by majority of the Nepalese consumers. It is incorrect as well as impossible to measure brand loyalty in such products in a very short period,. Therefore, his

work does not put forward anything rather than branding policy not with loyalty on branding.

A dissertation title "**the Role of advertising in Brand Choice and product positioning**": in reference to the soft drink and instant noodles carried out by **Mr. R.K. Shrestha** in 1997 has addressed the following major objectives:

To analyze the consumer perceptions on advertisements and other promotional tools.

To analyze the effectiveness of advertising on brand choice of consumer products.

To evaluate the role of advertising in product, positioning from the consumer perspectives.

Major findings of the study are:

Advertisements are the important promotional tools and major factor in soft drink and instant noodles business and consumer's perception on it was also found well.

Advertisement is the means of sales promotion and consumer get knowledge about the producers through it.

Television advertising is the most popular media and F.M. is also becoming popular.

2.8 Conceptual Framework.

2.8.1 Brand Loyalty: Perceptual Background

Loyalty on the branding has been studied from so many angles that the concept has been defined based on the measurement methods used. There are four measurements of brand loyalty.

1. Undivided Loyalty.
2. Divided Loyalty.
3. Unstable Loyalty.
4. No Loyalty.

These measurements can be demonstrated as:

Households that purchased the Brand A in the sequence of AAAA suggest undivided loyalty.

Households that purchased the Brand A and B in sequence of ABAB suggests divided loyalty.

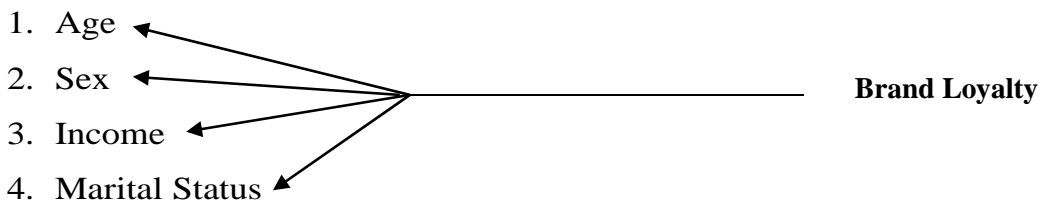
Households that purchased Brand A and Brand B in the sequence of AABB suggests unstable loyalty.

Households that purchases different Brands in the sequence of ABCD suggest the situation of no loyalty.

2.8.2 Variables Taken into Considerations.

The present study will include the following variables:

Independent Variables and Dependent Variables



1. Age

The age of the consumers determines the types of product demanded and the choice of outlet. Normally, young consumers are fashion conscious while choosing a product. Therefore, they frequently switch from one brand to another. While, middle, - aged consumers are status conscious hence they are more brand loyal than younger consumers. Hence, this factor also greatly affects in brand loyalty. So this factor is considered.

2. Sex

Male and female differ very much in their buying behavior. Female are more shopping and bargaining prone and like to visit several shops to compare price, quality and service. Whereas male show more brand store loyalty.

3. Income.

Income is that factor which directly effects consumers' buying process. People with higher income prefer branded and high quality product. Where as people with lower income are more prices conscious. Therefore, they prefer the products that are cheap and durable.

4. Marital Status

Marital status directly affects consumers buying process. Married and unmarried peoples have different buying behaviors. Unmarried are less shopping and bargaining more and like to visit several shop to compare price, quality and service. Whereas married people are more shopping and bargaining less and like to visit less shop and all brand loyally.

2.9 Basic Features of this Study

This study has been carried out in Kathmandu valley. In fact, no study has been carried out so far especially or mainly to find out brand loyalty on low involvement consumer product. This study entitled "Brand loyalty on Juice Items in Kathmandu Valley" is therefore important in Nepal.

The basic features of this study can be concluded in following points.

1. This is a quantitative research.
2. All study is based on primary data.
3. The research deals with loyalty on five categories of low involvement consumer Juice items Real, Fruity, Appy Juice.
4. Brand loyalty on different consumer products is analyzed in terms sex, age, income and marital status. Ages of the respondents' are3 categorized in for four groups viz. 5-15, 15-25, 25 and 25 above. Similarly monthly household income is categorized is three group viz. bellow 0-10000, 10000-20000 and 20000 above.
5. Frequency and percentage are presented in both table and chart.
6. Findings of the study are validated by testing hypothesis on parametric test (chi-square).
7. Causes of Brand- switching on the products are calculated, tabulated, and analyzed which may be very useful for marketers.

CHAPTER-III

RESEARCH METHODOLOGY

3.1 Introduction

The term 'Research Methodology' is combined term of 'Research' and 'Methodology'. Simply, research refers investigation or, careful, study, especially in order to discover new facts or information. On the other hand, a set of methods used in particular area of activity is known as methodology.

Research generates new knowledge, which can be used for different purpose; in other word it is a systematic effort to gain new knowledge. Furthermore, the research is used to build a theory, develops polices, support decision-making and solve problems.

Methodology is the research method used to test the hypothesis. It refers to the systematic method causing the problem, formatting the hypothesis, collecting the data, and analyzing the facts to reach the certain conclusion.

Research is a systematic and organized effort to investigate a specific problem that needs a solution (**Sekarama, 1992**). This process of investigation involves a series of well thought out activities of gathering, recording, analyzing and interpreting the data with the purpose of finding answers to the problem. Thus the entire process by which we attempt to solve problems is called research (**Wolf and Pant, 2004:P203**).

Therefore research methodology refers to the method or procedure of research process and it is a way solves research problems systematically. It facilitates the research work and provides reliability and validity to research. Simply methodology reveals analysis and systematic applications of procedures use in scientific investigation or in a particular research project.

The main objective of research methodology is to develop the sophisticated research strategy. So it is impossible to complete a research work without research methodology. So this study also employed the research methodology which is presented below.

3.2 Research Design

Research design is the outline of a plan to test the hypothesis and the framework of the study. It is also known as the conceptual structure within which research is conducted.

Research designs are invented to enable the researcher to answer research question as validity, objectively, accurately, and economically as possible (**Kerlinger 2004: P 301**).

After formulating the research study, the logical step is to construct the research design the refers to the entire process of planning and carrying out a research study. The research design asks what approach to the problem should be taken. What method will be used? What strategies will be most effective? Identification, selection and formulation of research problem may be considered as the planning stage of research. The remaining activity refers to the designs, operation and completion of the study (**Wolf. and pan, etc., al: P.53**).

Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control the variance. The plan is the overall scheme or program of the research. It includes an outline of what the investigator will do from writing the hypothesis and their operational implications to the final analysis data. The structure of the research is more specific. It is the outline, the scheme, and the paradigm of the operation the variables. Hence we draw diagram that outline the variable and their relation and just a position; we build structural schemes for accomplishing operational research purpose. Strategy, as used here, is also more specific than plan. In other works, straggly implies how the research objectives will be researched and how the problems encountered in the research will be tackled (**Wolf and et. al. P.50**).

The research design has basically two purposes that the first one is to answer the research question or test the research hypothesis and next one is to control variance. "Research design is plan, structure, and strategy or investigation conceived so as to obtain answers to research question and to control variance" (**Kerlinger et. al. : P. 300**).

There are many types of research design such historical research, descriptive research, case study research, field/survey study research, co-relational research, departmental research etc.

The present study is exploratory in nature. The main aim of this study is to find out brand loyalty behavior of consumers of Nepal with special reference to the Kathmandu valley. Therefore, the survey research design is adopted for the study. The consumers of Nepal are surveyed to obtain data and information about the consumer personality, purchase pattern and information collected from the survey to the consumer are rearranged tabulated, analyzed and interprets according to the need to each study for attaining the stated objectives.

3.3 Nature and sources of data

This is the consumer related research, which is directly connected with consumer's purchasing behavior and their attitude towards the brand. So the survey method is used to collect data and all the data and information used in this study is primary in nature. And all the Nepalese consumers especially consumers to Kathmandu valley who are selected for the study are the source of data used in the present study.

3.4 Sample Plan

Sample refers to a part chosen from the population. Sample means the 'part of the whole.' The process of selecting a sample from a population is called 'sampling'. It is a tool, which helps to researchers to draw conclusion about the characteristics of the population after studying only those observations that are included in the sample (**Shrestha and Manandhar, 2056:P. 71**).

3.4.1 Garget Population

In many statistical investigations, the interest usually lies in studying the various characteristics relating to item or individuals belonging to a particular group. This group for individuals under study is known as the population. Furthermore, population is the aggregate of objects, animate or inanimate, under study in any statistical investigation (**Gupta, 1996, P.1039-40**). The target population of this study is all the consumers of Kathmandu valley.

3.4.2 Sampling Unit

Sampling unit of this study is all the consumers of Kathmandu valley who are surveyed for this study based on the different Juice items, such as Real Juice, Appy Juice, Paran brand Juice and Haitai brand juice etc.

3.4.3 Sample Size

Consumers are selected for this study out of all consumers of Kathmandu valley of Nepal to collect required primary data. Out of the huge population, a sample of 200 consumers is taken for the study. The consumer thus selected as sample for the study have been randomly picked up on convenience sampling basis taken into consideration that various sex group with

proper differentiation on variable such as age, sex, marital status and income level etc. are included. In age (we have age group as 5-15, 15-25 above 25), Sex (We included male and female), Marital status (We had married and unmarried) and Income level (We include 0-10000, 10000-20000, 20000 and above).

3.4.4 Sampling Method

Sampling method used for the study is judgmental sampling. The logic behind using judgmental sampling is this is very small in size of sample in comparison to the population. Even though, the sample size is very small in comparison to the population yet sufficient efforts have been to make the sample represent the whole population. The numbers of population included in the sample are, therefore, from the different age groups, income groups, the sexes and method marital status.

3.5 Data Collection Procedure

A well-structured questionnaire is used to collect data required for the study, which is the main instrument of data collection. The questionnaire was carefully designed as well as presented so that could best serve the purpose of this study. Sample of the questionnaire is presented in the appendix No.1.

Altogether 50 questionnaires were distributed and all of them were collected as the questionnaires were filled up at the researcher's own presence, response is assumed to be true. Maximum attention has been given while up the questionnaire. The respondents were supported by oral explanations in case of their confusion of inability to understand any content in the questionnaire.

3.6 Data Analysis and presentation procedure

Different Analytical and Statistical tools have been used to study the data. The obtained data are presented in various tables, diagram and charts with supporting interpretation. Data are tabulated according to the nature of data. Chi-square test of independence is used to test the hypothesis. Percentage analysis method is also used. SPSS software program is implemented for processing of collected data. To get the good results hypothesis is also used in this thesis.

Testing hypothesis is one of the important applications of statistical inference. For testing of hypothesis, an assumption is made about the population parameter. To test whether the assumption or hypothesis is right or not, a sample is selected from the population, sample statistic is obtained, observe the difference between the sample mean and the population hypothesized value, and, test whether the difference is significant or insignificant. Smaller the difference, the sample mean is close to the hypothesized value has low chance to be correct. For this study, following hypotheses are made.

Null Hypothesis = H_0

H_{01} : There is no significant difference in brand loyalty between male and female.

H_{02} : The Age of the individual does not have significant influence on the brand loyalty.

H_{03} : There is no effect of income on the brand loyalty.

H_{04} : There is no significant difference in brand loyalty between married and unmarried.

CHAPTER-IV

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The previous chapters incorporated introduction of study, review of the literature and research methodology employed in the study respectively. This chapter incorporates data presentation and analysis. The data and information collected from the respondents are presented, interpreted, and analyzed according to response of respondents on the field survey. The entire questionnaire were distributed and collected by the researcher herself. Every questionnaire distributed. With the help of the SPSS programmed software all response of consumer are preceded, categorized in their respective disciplines. This chapter analyzes consumer response to brand loyalty in terms of their demographic profile.

There are many approaches to measure brand loyalty. Preference purchase approach has been adopted in this study. Brand loyalty have been measured based on consumers' purchase pattern. To see the purchase pattern respondents were asked the name of brands that Juice items which they brought in their last four purchases. For this study propose Juice products has selected viz. **Real Juice, Appy Joice, Paran Brand Juice, Haitai brand Juice**. Hence, the brand loyalty, which is shown in their respective relationship with chosen demographic variable, is measured based on purchasing pattern of consumers of Kathmandu valley.

4.2 Sex and Brand Loyalty

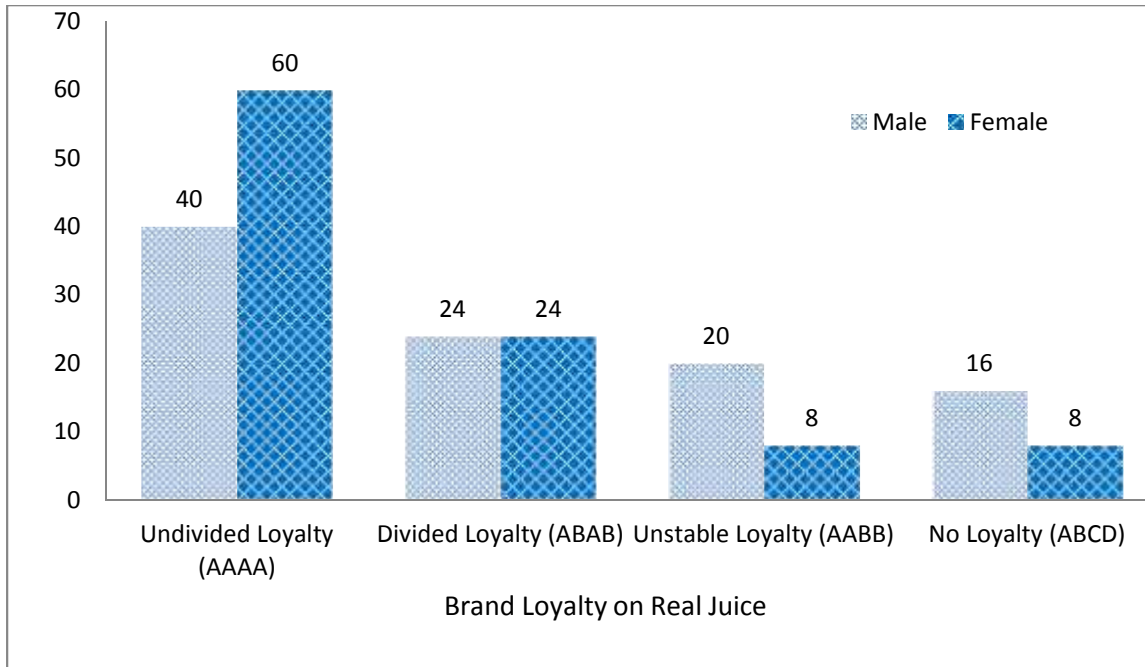
4.2.1 Sex and Brand Loyalty on Real Juice

The response of consumer according to their purchase pattern and preference relating to different brands of Real Juice are presented in the following table.

Table No. 2 Sex and Brand Loyalty on Real juice:

Brand Loyalty	Male		Female		Total	
	F	%	F	%	F	%
Undivided Loyalty (AAAA)	10	40	15	60	25	50
Divided Loyalty (ABAB)	6	24	6	24	12	24
Unstable Loyalty (AABB)	5	20	2	8	7	14
No Loyalty (ABCD)	4	16	2	8	6	12
Total	25	100	25	100	50	100

Figure no. 1: Sex and Brand Loyalty on Real juice:



Given table and chart shows that 50 percent respondent are found strongly and loyal in case of Real Juice. The percentages of divided brand loyal, unstable brand loyal and non-loyal respondents are 24, 14 and 12 respectively.

40 percent male respondents and 60 percent female respondents are found strongly loyal on specific brand of Tea whereas 24 percent male and 24 percent female are found to have divided brand loyal. 20 percent male respondent and 8 percent female respondents are found to be unstable in terms of brand loyalty. And remaining 16 percent male and 8 percent male respondent are found to be non-loyal in any specific brand of Real Juice.

4.2.1(a) Sex and Brand Loyalty on Real Juice Chi-square Test

H₀: There is no significant difference in brand loyalty between male and female.

Table No. 3: Chi-square Calculation of Sex and Brand Loyalty.

Level of significance	0.05
Number of row	4
Number of column	2
Degree of freedom	3
Tabulate value	7.815
Chi-square (χ^2) test statistic	0.5595

Since chi square (χ^2) test statistic (0.5595) is less than chi square (χ^2) tabulated value (7.815) value; hence, this shows that males and females are found to be equally brand loyal in the case of Real Juice. There is no significant difference between male and females. Therefore, the null hypothesis has been accepted.

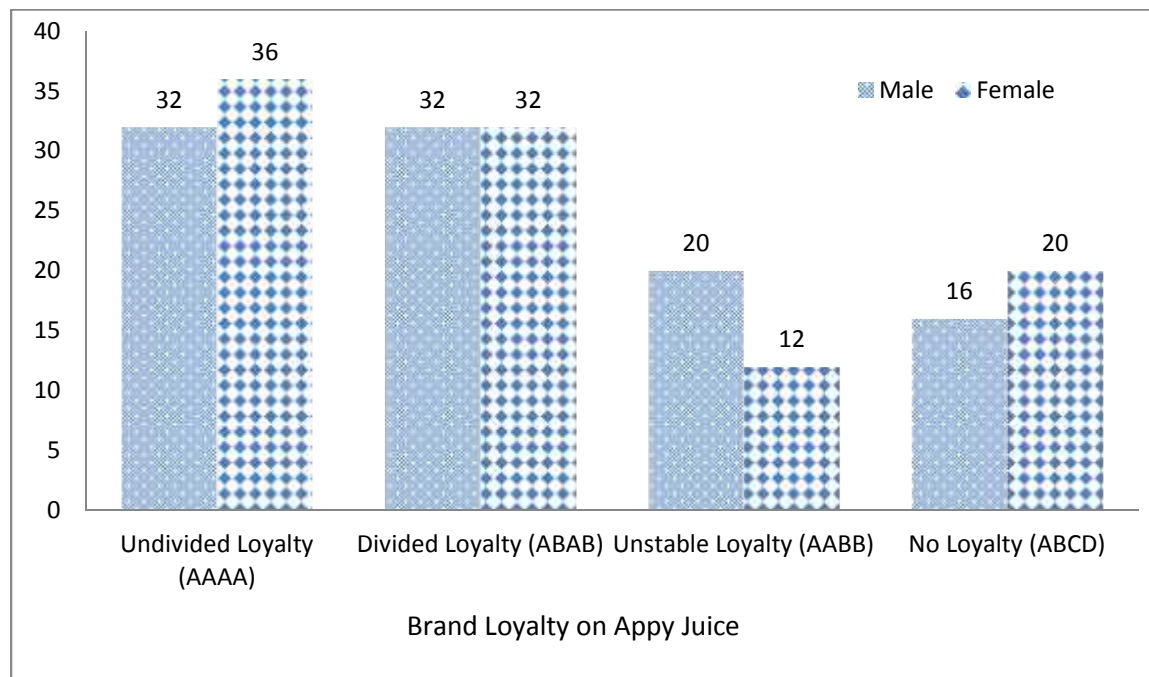
4.2.2 Sex & Brand Loyalty on Appy Juice

The response of consumer according to their purchase pattern and preference relating to different brands of Appy Juice are presented in the following table.

Table No. 4. Sex & Brand Loyalty on Appy Juice:

Brand Loyalty	Male		Female		Total	
	F	%	F	%	F	%
Undivided Loyalty (AAAA)	8	32	9	36	17	34
Divided Loyalty (ABAB)	8	32	8	32	16	32
Unstable Loyalty (AABB)	5	20	3	12	8	16
No Loyalty (ABCD)	4	16	5	20	9	18
Total	25	100	25	100	50	100

Fig No. 2. Sex & Brand Loyalty on Appy Juice:



Given table & chart shows that 34% respondents are found strongly brand loyal in case of Appy Juice. The percentages of divided brand loyalty unstable brand loyal & non-loyal respondents are 32, 16, & 18 respectively.

32 percent Male respondents & 36 percent female respondents are found strongly brand on specific brand of Appy Juice whereas equal percentage male & female are found to have divided brand loyal that percentage is 32, 20% Male respondents & 12% female respondents are found to be unstable in terms of brand loyalty. And remaining 16% Male & 20% female respondent are found to be non-loyal in any specific brand of Appy Juice.

4.2.2(a) Sex and Brand Loyalty an Appy Juice Chi-Squire Test:

H₀: There is no significant difference in brand loyalty between male & female.

Table No. 5. Chi-Squire calculation of Sex & Brand Loyalty:

Level of significance	0.05%
Number of Row	4
Number of Column	2
Degree of Freedom	3
Tabulated Value	7.815
Chi-Squire test statistic	0.66992

Since, Chi-Squire (x^2) test statistic (0.66992) is less than Chi-Squire (x^2) tabulated value (7.815) value hence, this shows that Males & Females are found to be equally brand loyal in the case of Appy Juice. There is no significant difference between Males & Females. Therefore, the null hypothesis has been accepted.

4.2.3 Sex& Brand Loyalty on Paran Brand Juice:

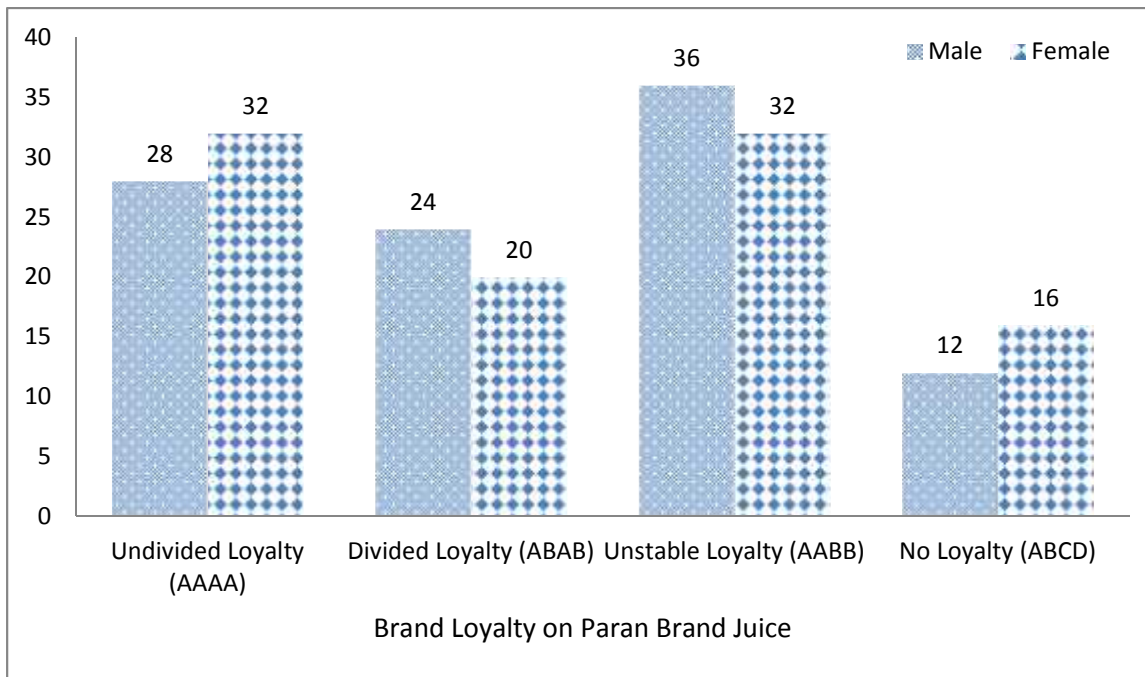
The response of consumer according to their purchase pattern & preference relating of different brands of PARAN Brand Juice and presented in the following table. This PARAN Brand Juice are use highly person only. Normal people are done knowing in this Juice. So, these Juice uses no of people are weakly other than.

Table No. 6. Sex & Brand Loyalty on Paran Brand Juice:

Brand Loyalty	Male		Female		Total	
	FS	%	FS	%	FS	%
Undivided Loyalty (AAAA)	7	28	8	32	15	30
Divided Loyalty(ABAB)	6	24	5	20	11	22
Unstable Loyalty(AABB)	9	36	8	32	17	34
No Loyalty (ABCD)	3	12	4	16	7	14
Total	25	100	25	100	50	100

Source: Field Survey 2011/2012

Fig. No. 3. Sex & Brand Loyalty on PARAN Brand Juice:



Given table & chart reveals that majority 30 respondents are strongly brand loyal in case of PARAN Brand Juice followed by divided loyalty strongly brand loyalty 22. Additional 34 percent respondents are found unstable brand loyal & remaining 14 percent respondent are found non-loyal because there purchasing pattern do not math with their preference.

In terms of the sex, 28 percent male respondent & 32 percent female respondents are strongly loyal on the specific brand of PARAN Brand Juice. Whereas 24% Male respondent & 20% female find to divide brand loyal 36% male & 32 % female find to be unstable in their

purchasing decision. In addition, remaining 12% Male & 16% respondent female found to be non-loyal in any specific brand of PARAN Juice.

4.2.3(a) Sex & Brand Loyalty on Paran Band Juice Chi-Squire Test

H₀: There is no significant different in brand loyalty between Male & Female.

Table No. 7: Chi-Squire calculation of Sex & Brand Loyalty:

Level of significance	0.05%
Number of Row	4
Number of Column	2
Degree of Freedom	3
Tabulated Value	7.815
Chi-Squire (x ²) test statistics:	0.35992

Since, Chi-squire (x²) test statistic (0.35992) is less than Chi-Squire (x²) tabulated value (7.815) value, hence, This shows that Male & Female are found to be equally brand loyal in the case of Paran brand Juice. There is no significant difference between Male and Female. Therefore, the null hypothesis has been accepted.

4.2.4 Sex & Brand Loyalty on HAITAI Brand Juice:

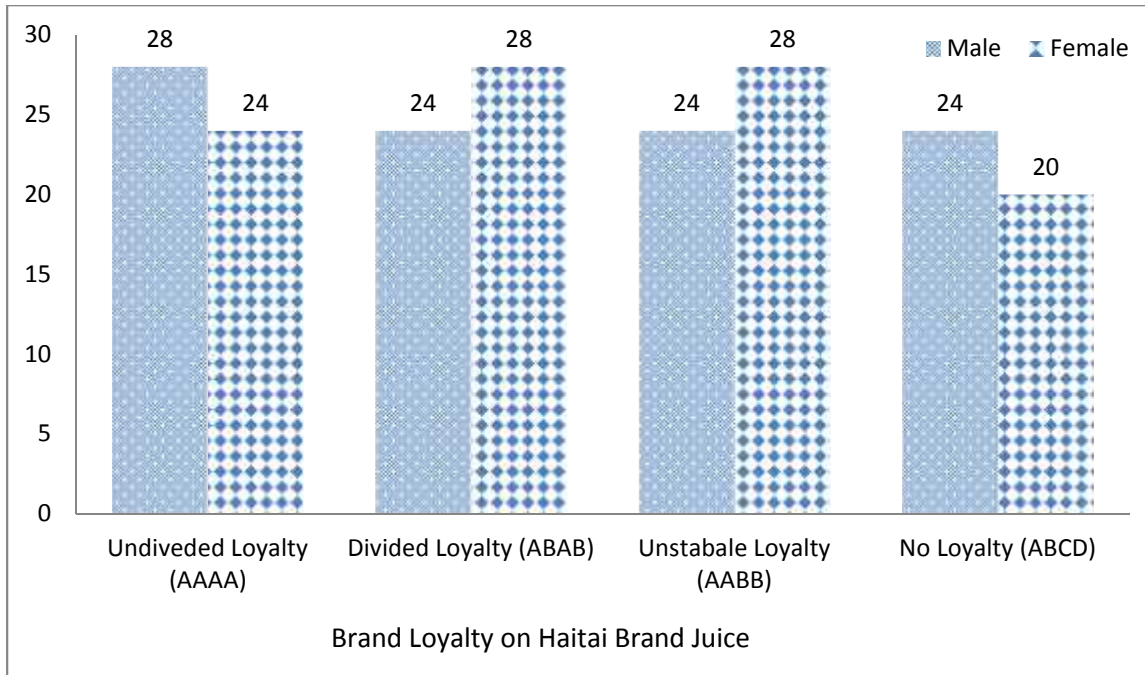
This juice is Korean Branded Juice, so, the response of consumer according to their purchase pattern & preferences relating to different brands of HAITAI Brand Juice are presented in the following table:

Table No.8. Sex & Brand Loyalty: HAITAI Brand Juice:

Brand Loyalty	Male		Female		Total	
	FS	%	FS	%	FS	%
Undivided Loyalty (AAAA)	7	28	6	24	13	26
Divided Loyalty(ABAB)	6	24	7	28	13	26
Unstable Loyalty(AABB)	6	24	7	28	13	26
No Loyalty (ABCD)	6	24	5	20	11	22
Total	25	100	25	100	50	100

Source: Field Survey 2011/2012

Figure No.4. Sex & Brand Loyalty on Haitai Brand Juice:



Given table & chart reveals that majority 26 percent respondent are found strongly brand loyal in case of Haitai Brand Juice. The percentage of divided brand loyal, unstable brand loyal & non-loyal respondents are 26, 26 & 22 percentage respectively.

28 percent male respondents & 24 percent female respondents are found loyal an undivided loyalty. 24 percent Male & 28 percent female are found to have divided loyalty Unstable loyalty & last 24% male & 20% Female are found no loyalty in any specific brand of Haitai brand Juice.

4.2.4(a) Sex & Brand Loyalty on Haitai Brand Juice:Chi-Squire test:

H₀: There is no significant difference in brand loyalty between male & female.

Table No. 9. Chi-Squire Calculation of Sex & Brand Loyalty:

Level of significance	0.05%
Number of Row	4
Number of Column	2
Degree of Freedom	3
Tabulated Value	7.815
Chi-Squire (x ²) test statistics	0.32166

Since, Chi-Squire (x²) test statistics (0.32166) is less than Chi-Squire (x²) tabulated value (7.815) value; here, this shows that male & females are found to be equally brand loyal in the case of

Haitai Brand Juice. There is no significance difference between male & female. Therefore, the null hypothesis has been accepted.

4.3 Age and Brand Loyalty:

4.3.1 Age and Brand Loyalty on Real Juice

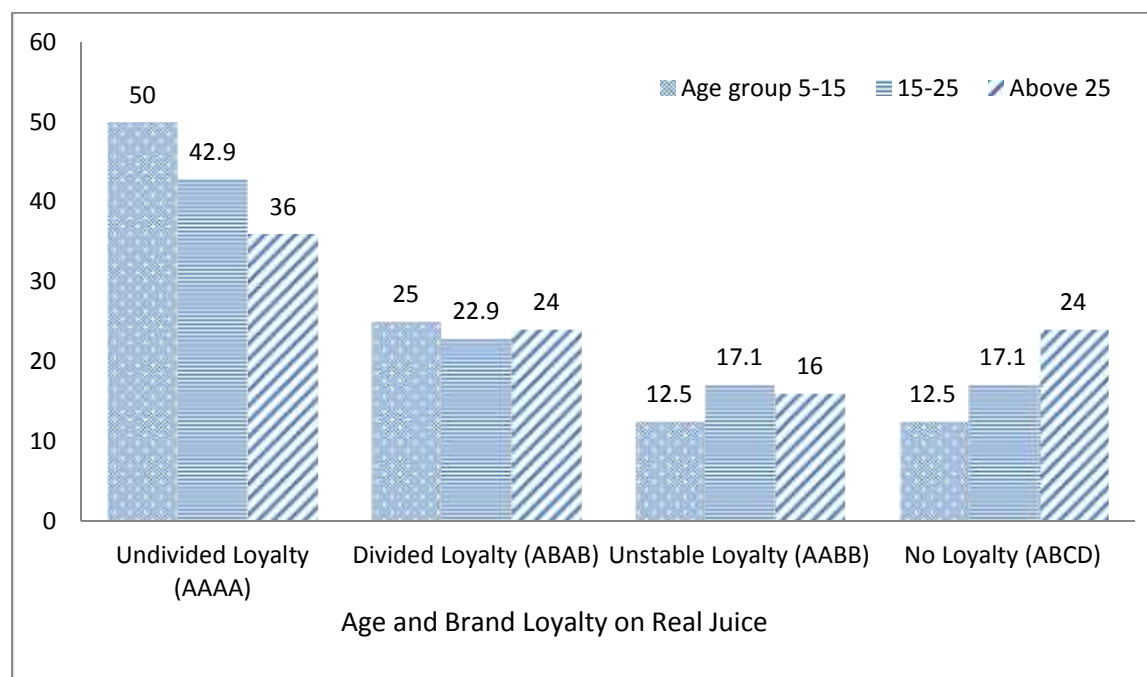
The response of different age group respondents according to their purchase pattern and preference relating to different brand of real juice are given in the following table:

Table No. 10. Age and Brand Loyalty on Real Juice

Brand Loyalty	Age Group							
	05-15		15-25		Above 25		Total	
	No.	%	No.	%	No.	%	No.	%
Undivided Loyalty (AAAA)	20	50	15	42.9	9	36	44	44
Divided Loyalty (ABAB)	10	25	8	22.9	6	24	24	24
Unstable Loyalty (AABB)	5	12.5	6	17.1	4	16	15	15
No Loyalty (ABCD)	5	12.5	6	17.1	6	24	17	17
Total	40	100	35	100	25	100	100	100

Source: Field Survey 2011/2012

Figure No.5. Age and Brand Loyalty on Real Juice



The above table and chart reveals that 50% respondents of 5-15 age group, 42.9% respondent of 15-25 age group and 36% respondents of age above age group are found to be undividedly loyal on the specific brand of Real Juice. In the same way 25% respondents of 5-15 age group, 22.9% 15-25 age group and 24% age above age group are found to be divided loyalty 12.5% respondents of 5-15 age group, 17.1% respondents of 15-25 age group & 16% of respondents of age 25 & above are found to be unstable loyalty & last 12.5% respondents of 5-15 age group, 17.1% respondent of 15-25 age group & 24% respondent of age 25 & above age are group are found to be. No loyalty. In the total figure majority of respondents 44% seems to be strongly loyal followed by divided loyal 24%, unstable loyal 15 & 17% non-loyal respectively.

4.3.1(a) Age & Brand Loyalty on Real Juice Chi-square Test:-

H0: Age of the individual does not have significant influence on the brand loyalty.

Table No.11. Chi-square calculation of age & Brand loyalty:-

Level of Signification	0.05
Number of Row	4
No. of column	3
Degree of freedom	6
Tabulated value	12.592
Chi-square test statistic	2.225073

Since Chi-Squire (χ^2) test statistic (2.225073) is less than Chi-Squire (χ^2) tabulated value (12.592) Value, Hence, this shows that there is no relation between age & brand. Therefore, null hypothesis is accepted.

4.3.2 Age & Brand Loyalty on Appy Juice:-

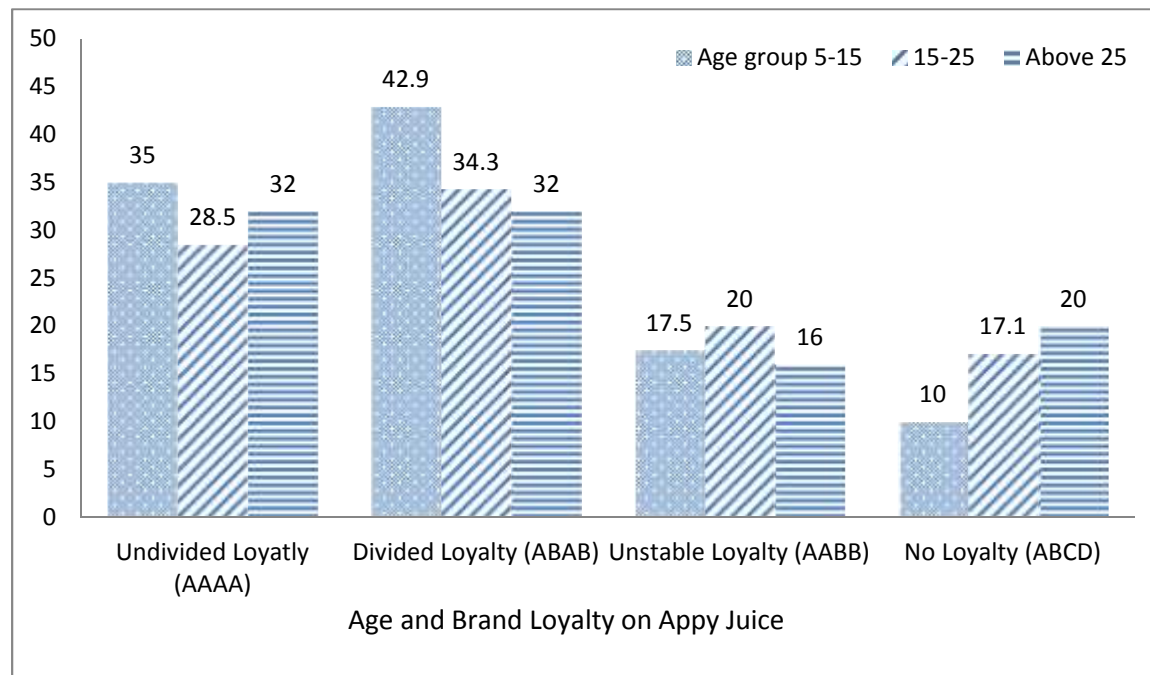
The response of consumer according to their purchase pattern & preference relating Appy Brand Juice are presented in the following table.

Table No.12 Age & Brand Loyalty on Appy Juice

Brand Loyalty	Age Group							
	5-15		15-25		Above 25		Total	
	No.	%	No.	%	No.	%	No.	%
(AAAA)	14	35	10	28.5	8	32	32	32
(ABAB)	15	42.9	12	34.3	8	32	35	35
(AABB)	7	17.5	7	20	4	16	18	18
(ABCD)	4	10	6	17.1	5	20	15	15
Total	40	100	35	100	25	100	100	100

Source: Field Survey 2011/2012

Figure No.6. Age & Brand Loyalty on Appy Juice



Source: Field Survey 2011/2012

Given table & chart reveals that majority 35% respondents of 5-15 age group 28.5% respondents of 15-25 age group & 32% respondents of 25 ages above age group are found to be

undividedly loyal on the specific brand of Appy Juice. In the same way 42.9% respondents of 5-15 age group, 34.3% respondents of 15-25 age group, & 32% respondents of 25 ages above group are found to divide brand loyal. Similarly 17.5 respondents of 5-15 age group, 20% respondents of 15-25 age group 16% respondents of 25 ages above age group are found to be unstable in terms of brand loyal & lastly 10% respondents of 5-15 age group, 17.1% respondents of 15-25 age groups are no loyal in any specific brand. In the total figure majority of respondents 32% seems to be strongly loyal followed by divided loyal 35%, unstable loyal 18% & last 15% are no loyal.

4.3.2(a) Age & Brand Loyalty on Appy Juice Chi-Squire Tests:-

H₀: Age of the individual does not have significant influence on the brand loyalty.

Table No.13 :Chi-Squire calculation of Age & Brand Loyalty:-

Level of significance	0.05
Number of Row	4
Number of Column	3
Degree of Freedom	6
Tabulated value	12.592
Chi-Squire test Statistics	1.7181

Since, Chi-square (χ^2) test statistic 1.7181 is 12.592 less than Chi-Square (χ^2) tabulated value Hence, this shows that there is no relation between age & brand. Therefore, null hypothesis is accepted.

4.3.3 Age & Brand loyalty on PARN Brand Juice:-

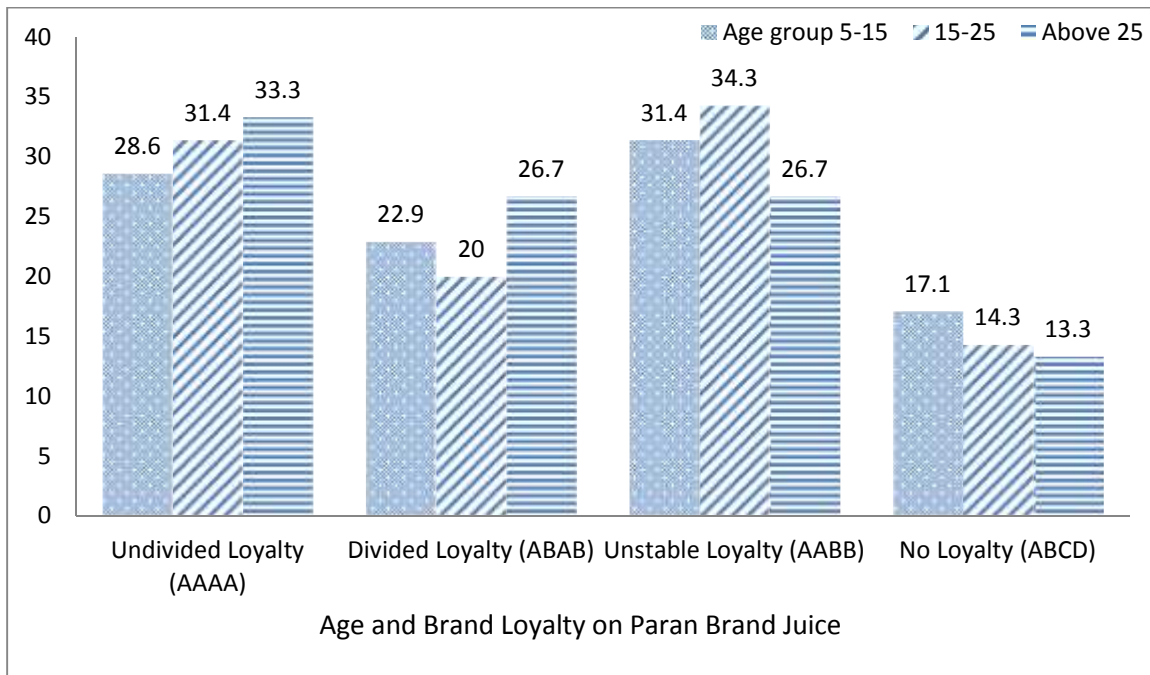
The response of different age group respondent according to Thesis purchase pattern & preference relating to Paran Brand Juice are given in the following table.

Table No. 14 Age & Brand Loyalty on Paran Brand Juice:-

Brand Loyalty	Age Group							
	5-15		15-25		Above 25		Total	
	No.	%	No.	%	No.	%	No.	%
(AAAA)	10	28.6	11	31.4	8	33.33	31	31
(ABAB)	8	22.9	7	20	8	26.7	23	23
(AABB)	11	31.4	12	34.3	4	26.7	31	31
(ABCD)	6	17.1	5	14.3	5	13.3	15	15
Total	35	100	35	100	30	100	100	100

Source: Field Survey 2011/2012

Figure No.7.Age and Brand Loyalty on Paran Brand Juice



Source: Field Survey 2011/2012

The above table & chart reveals that 28.6% respondents of 5-15 age group, 31.4% respondents of 15-25 age groups, & 33.33 respondents of 25 ages above age group are found to be undividedly loyal on the Paran Brand Juice. In the same way 22.9% respondents of 5-15, age group, 20% respondents of 15-25 age group & 26.7% respondents of 25 age above age are found to be divided brand loyal. Similarly 31.4% respondents of 5-15 age group, 34.3% respondents of 15-25 age group, & 26.7% respondents of 25 age above age are found to be unstable loyalty &

lastly 17.1 % respondents of 5-15 age group, 14.3% respondents of 15-25 age group & 13.3% respondents of age above age are found to be no loyal in any specific brand. In the total figure majority of respondents 31% seems to be undivided loyal followed by divided loyal 23% & unstable loyal & Non-loyal are 31% & 15% respectively.

4.3.3(a) Age & Brand Loyalty on Paran Brand Juice Chi-Squire test:-

H₀: Age of the individual does not have significant influence on the Brand Loyalty.

Table No.15. Chi-Squire calculation of Age & Brand Loyalty:-

Level of Signification	0.05
Number of Row	4
Number of Column	3
Degree of Freedom	6
Tabulated Value	12.592
Chi-Squire test Statistic	0.9142885

Since, Chi-Squire (x^2) test statistic 0.9142885 is less than Chi-Squire (x^2) tabulated value 12.592 value, Hence, Thesis shows that there is no relation between age & brand. Therefore null hypothesis is accepted.

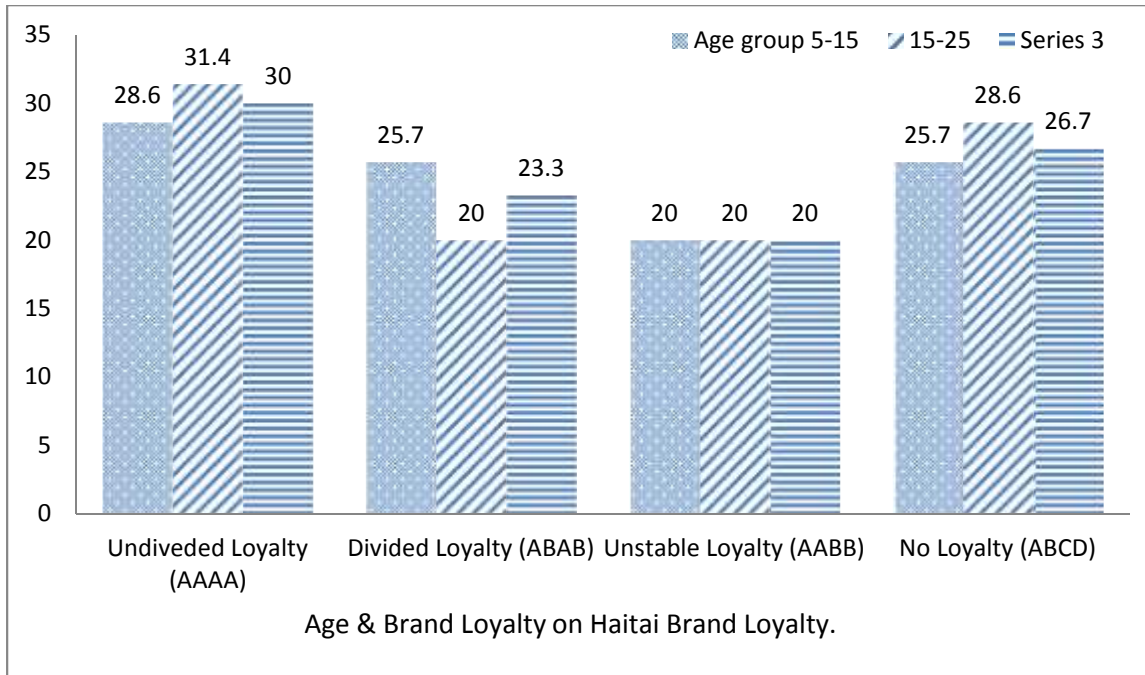
4.3.4. Age & Brand Loyalty on Haitai Brand Juice

The response of different age group respondent according to their purchase pattern & preference relating to Haitai brand Juice are given in the following table.

Table No. 16. Age & Brand Loyalty on Haitai Brand Loyalty

Brand Loyalty	Age Group							
	5-15		15-25		Above 25		Total	
	No.	%	No.	%	No.	%	No.	%
(AAAA)	10	28.6	11	31.4	9	30	30	30
(ABAB)	9	25.7	7	20	7	23.3	23	23
(AABB)	7	20	7	20	6	20	20	20
(ABCD)	9	25.7	10	28.6	8	26.7	27	27
Total	35	100	35	100	30	100	100	100

Figure No. 8 :Age & Brand Loyalty on Haitai Brand Loyalty



Source: Field Survey 2011/2012

The above table & chart reveals that that 28.6% respondents of 5-15 age group, 31.4% respondent of 15-25 age group & 30% respondent of 25 age above age group are found to be undividedly loyal on Paran Brand Juice in the same way 25.7% respondents of 5-15 age group, 20% respondent of 15-25 age group & 23.33% respondents of 25 age above age group are found to be divided loyal on Paran Brand Juice. Similarly unstable loyal in Paran Brand Juice of 5-15, 15-25 & 25 age above age group all are 20% & Lastly 25.7% respondent of 5-15 age group, 28.6% respondents of 15-25 age group are found to be Non-loyal in any specific brand. In the total figure Majority or respondent 30%, 23%, 20% & 27% are undividedly, dividedly, unstable& no-loyal brand respectively.

4.3.4(a) Age & Brand Loyalty on Haitai Brand Juice Chi-Squire test:-

H₀: Age of the individual does not have significant influence on the brand loyalty.

Table No. 17. Chi-Squire calculation of Age & Brand Loyalty.

Level of significance	0.05
Number of Row	4
Number of Column	3
Degree of Freedom	6
Tabulated Value	12.592
Chi-Squire test statistic	0.352885

Since, Chi-Squire (χ^2) test statistic (0.352885) is less than Chi-Squire (χ^2) tabulated value (12.592) value, hence, this shows that there is no relation between age & brand. Therefore, null hypothesis is accepted.

4.4 Income & Brand Loyalty:

4.4.1 Income & Brand Loyalty on Real Juice

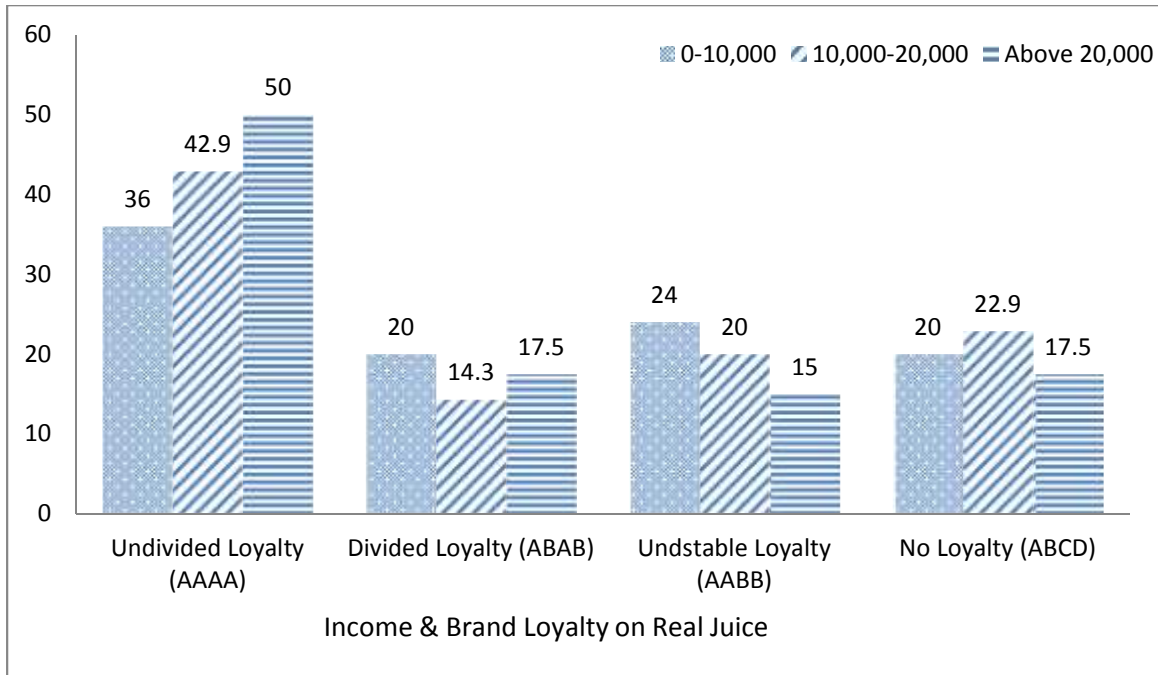
There are variety brand of Juice available in the Market in different retail price. This topic attempts to analyze the use of Real Juice by respondents according to their monthly house hold income.

Table No.18. Income & Brand Loyalty on Real Juice

Brand Loyalty	Monthly house hold Income							
	0-10,000		10,000-20,000		20,000 & above		Total	
	No.	%	No.	%	No.	%	No.	%
(AAAA)	9	36	15	42.9	20	50	44	44
(ABAB)	5	20	5	14.3	7	17.5	17	17
(AABB)	6	24	7	20	6	15	19	16
(ABCD)	5	20	8	29	7	17.5	20	23
Total	25	100	35	100	40	100	100	100

Source: Field Survey 2011/2012

Figure No.9. Income & Brand Loyalty on Real Juice



The table & chart presented above shows that majority respondent of all defined income group falls in strongly loyal category 36% respondents of 0-10,000 income group, 49.9% respondents of 10,000-20,000 Income group & 50% respondents of 20,000 & above Income group of dividedly loyal respondents of is 17% whereas unstably loyal respondents. It is remarkable that non-loyal respondents are highest in 0-10,000 Income group where as strongly loyal respondents are highest in 20,000 & above Income group.

4.4.1(a) Income & Brand Loyalty on Real Juice Chi-Squire Test

H₀: There is no effect on Income on the brand loyalty.

Table No.20 : Chi-Squire Calculation of Income & Brand Loyalty:

Level of significance	0.05
Number of Row	4
Number of Column	3
Degree of Freedom	6
Tabulated Value	12.592
Chi-Squire test statistic	2.08711

Since, Chi-Squire (χ^2) test statistic 20.8711 is less than Chi-Squire (χ^2) tabulated value (12.592) value, the null hypothesis is accepted. Hence there is no significance difference in any Income group on Brand Loyalty.

4.4.2 Income & Brand Loyalty on Appy Juice:-

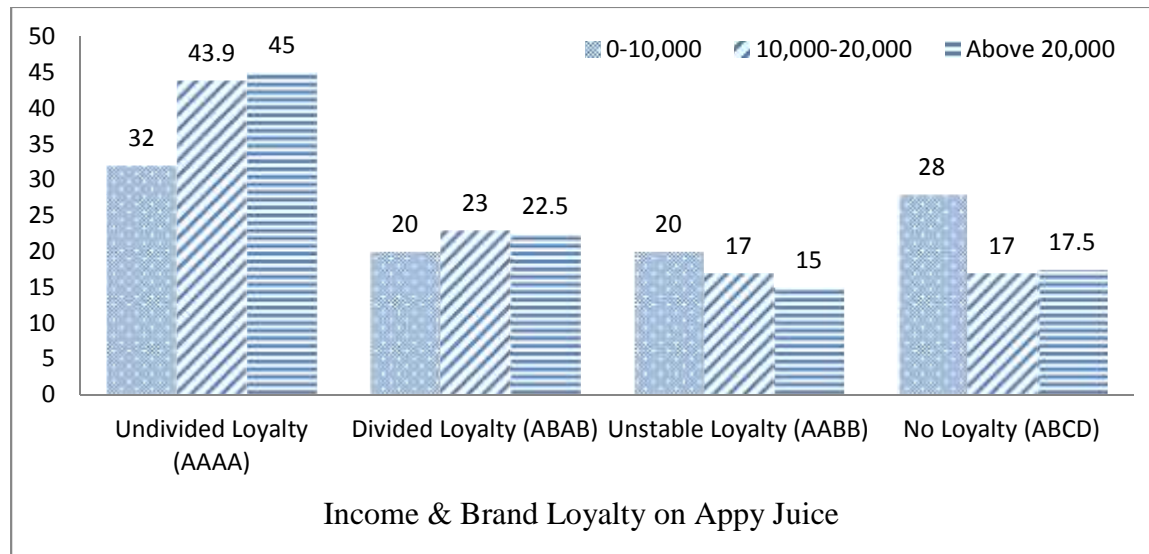
There are variety brand of Juice available in the market in different retail price. This topic attempts to analyze the use of Appy Juice by respondents according to their monthly house hold income.

Table No.21. Income & Brand Loyalty on Appy Juice

Brand Loyalty	Monthly house hold Income							
	0-10,000		10,000-20,000		20,000 & above		Total	
	No.	%	No.	%	No.	%	No.	%
(AAAA)	8	32	15	43	18	45	41	41
(ABAB)	5	20	8	23	9	22.5	22	22
(AABB)	5	20	6	17	6	15	17	17
(ABCD)	7	28	6	17	6	17.5	20	20
Total	25	100	35	100	40	100	100	100

Source: Field Survey 2011/2012

Figure No.10. Income & Brand Loyalty on Appy Juice



Source: Field Survey 2011/2012

The table & chart presented above shows those majority respondents of all defined income group falls in strongly loyal category. 32% respondents of 0-10000 Income group 43% respondents of 10000-20000 Income group & 45% respondents of 20000 & above Income group, of dividedly loyal respondents is 22% whereas unstably loyal respondents are only 17% in total. Non-Loyal respondents constitute 20% of total respondents. It is remarkable that non-loyal respondents dare highest in 0-10000 income group whereas strongly loyal respondents are highest in 2000 & above income group.

4.4.2(a) Income & Brand Loyalty on Appy Juice Chi-Squire test:

H₀: There is no effect on income on the brand loyalty

Table No.22. Chi-Squire calculation of Income & Brand Loyalty

Level of significance	5
Number of Row	4
Number of Column	3
Degree of Freedom	6
Tabulated Value	12.592
Chi-Squire test statistic	1.59145

Since, Chi-Squire (x^2) test statistic (1.59145) is less than Chi-Squire (x^2) Tabulated value (12.592) value the null hypothesis is accepted. Hence, there is no significance difference in any Income group on brand loyalty.

4.4.3 Income & Brand Loyalty on Paran Juice

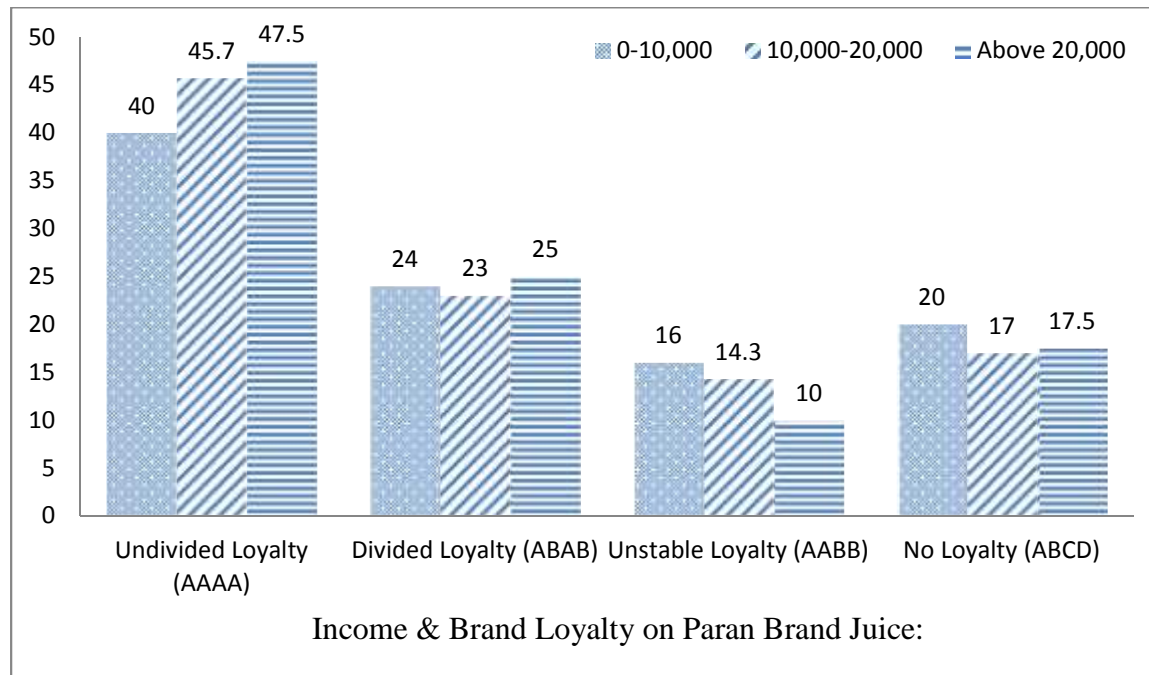
There are varieties brand of Juice available in the market in different retail price. This topic attempts to analyze the use of Paran Juice by respondents according to their monthly household income.

Table No. 23. Income & Brand Loyalty on Paran Brand Juice

Brand Loyalty	Monthly house hold Income							
	0-10,000		10,000-20,000		20,000 & above		Total	
	No.	%	No.	%	No.	%	No.	%
(AAAA)	10	40	16	45.7	19	47.5	45	45
(ABAB)	6	24	8	23	10	25	24	24
(AABB)	4	16	5	14.3	4	10	13	13
(ABCD)	5	20	6	17	7	17.5	18	18
Total	25	100	35	100	40	100	100	100

Source: Field Survey 2011/2012

Figure No.10. Income & Brand Loyalty on Paran Brand Juice:



Source: Field Survey 2011/2012

The table and chart presented above shows that majority respondents of all defined income group falls in strongly loyal category 40% respondents of 0-10000 Income group, 45.7% respondents of 10000-20000 Income group, & 47.5 respondents of 2000 and above Income group, of dividedly loyal respondents is 24% Whereas unstably loyal respondents are only 13% in total, Non-loyal respondents constitute 18% of total respondent. It is remarkable that non-loyal

respondents are highest in 0-10000 income group whereas strongly loyal respondents are highest in 20000 & above income group.

4.4.3.(a) Income & Brand Loyalty on Paran Brand Juice Chi-Squire test:-

H₀: There is no effect on income on the brand loyalty.

Table No. 24. Chi-Squire calculation of income & Brand Loyalty

Level of significance	5%
Number of Row	4
Number of Column	3
Degree of Freedom	6
Tabulated Value	12.592
Chi-Squire test statistic	0.80409

Since, Chi-Squire (χ^2) test statistic 0.80409 is less than Chi-Squire (χ^2) tabulated value 12.592 value, the null hypothesis is accepted. Hence, There is no significant different in any income group on brand loyalty.

4.4.4 Income & Brand Loyalty on Haitai Brand Juice

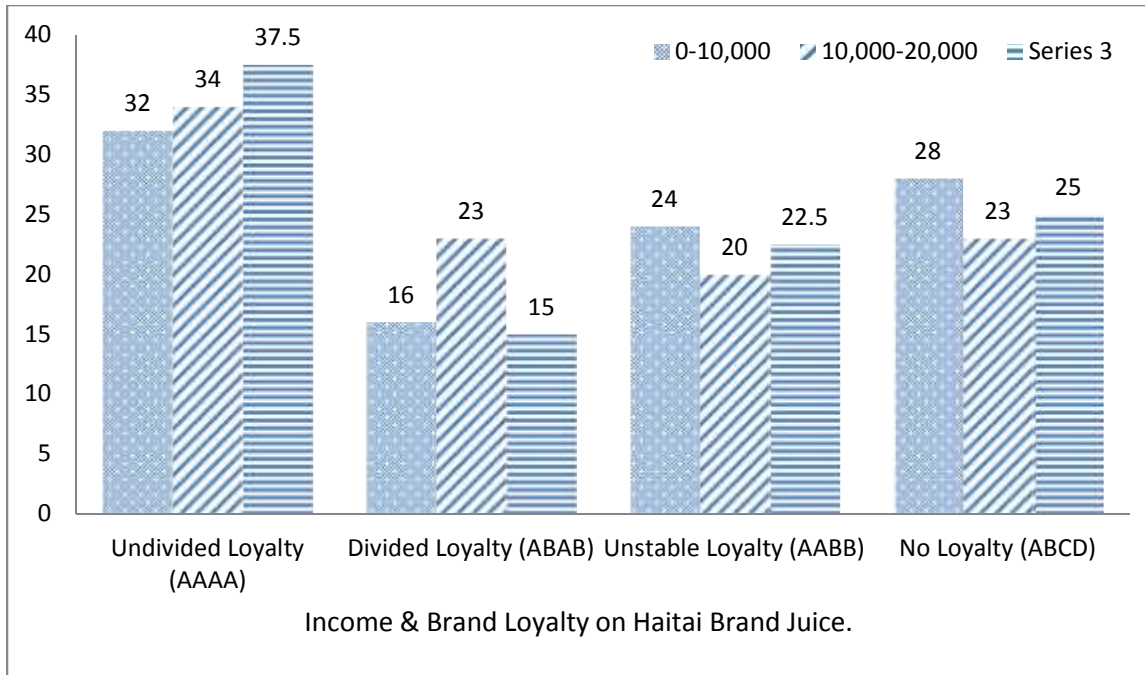
There are varieties Brand of Juice available in the market in different retail price. This topic attempts to analyze the use of Haitai Brand Juice by respondents according to their monthly household income.

Table No. 25. Income & Brand Loyalty on Haitai Brand Juice

Brand Loyalty	Monthly house hold Income							
	0-10,000		10,000-20,000		20,000 & above		Total	
	No.	%	No.	%	No.	%	No.	%
(AAAA)	8	32	12	34	15	37.5	35	35
(ABAB)	4	16	8	23	6	15	18	18
(AABB)	6	24	7	20	9	22.5	22	22
(ABCD)	7	28	8	23	10	25	25	25
Total	25	100	35	100	40	100	100	100

Source: Field Survey 2011/2012

Figure No.12. Income & Brand Loyalty on Haitai Brand Juice



Source: Field Survey 2011/2012

The table and chart presented above shows those majority respondents of all defined Income group falls in strongly loyal category. 32 percent respondents of 0-10,000 Income group, 34 percent respondents of 10,000-20,000 Income group and 37.5 percent respondents of 20,000 and above Income group of dividedly loyal respondent is 18 percent whereas unstably loyal respondents are 22 percent in total. Non-loyal respondent constitute 25 percent of total respondents. It is remarkable that non-loyal respondents are highest in 0-10,000 Income group whereas strongly loyal respondents are highest in 20,000 and above Income group.

4.4.4(a) Income & Brand Loyalty on Haitai Brand Juice Chi-Squire test:-

H_0 : There is no effect on income on the brand loyalty.

Table No. 26. Income & Brand Loyalty on Haitai Brand Juice

Level of significance	5%
Number of Row	4
Number of Column	3
Degree of Freedom	6
Tabulated Value	12.592
Chi-Squire test statistic	1.123042

Since, Chi-Squire (χ^2) test statistic 1.123042 is less than Chi-Squire (χ^2) tabulated value 12.592 value, the null hypothesis is accepted. Hence, there is no significance difference in any income group on Brand Loyalty.

4.5 Marital Status & Brand Loyalty.

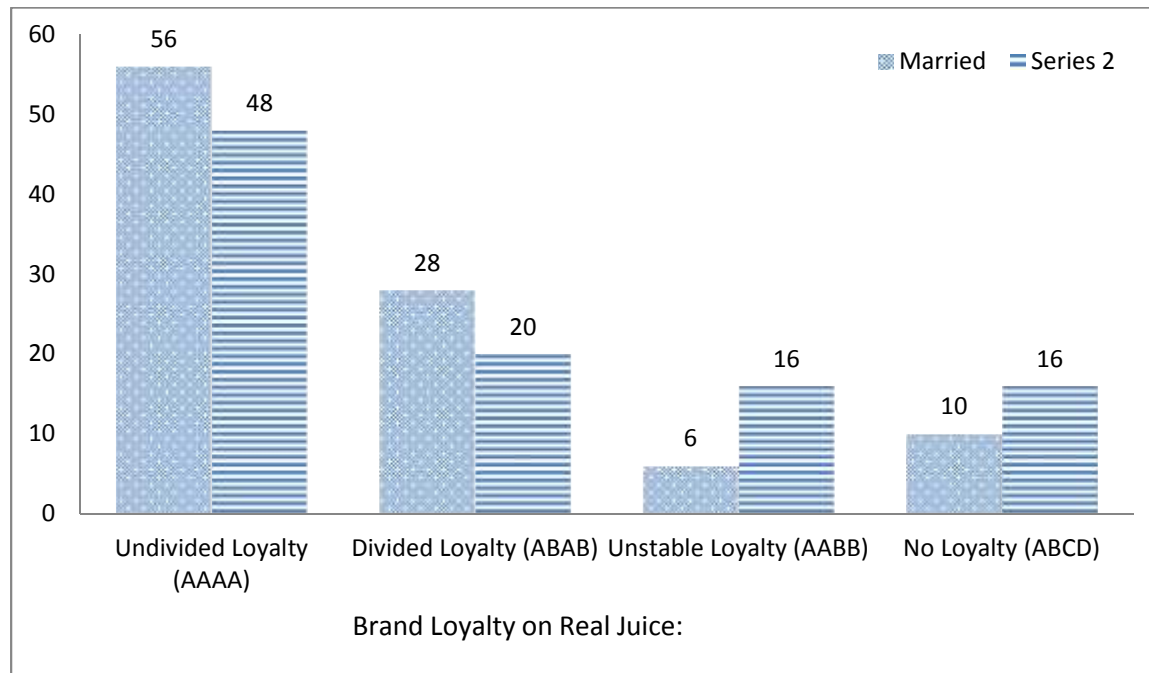
4.5.1 Marital Status & Brand Loyalty on Real Juice.

Following tables process the frequency & percentage distribution of respondents by marital status & different degree of brand loyalty of Real Juice.

Table No. 27. Marital Status & Brand Loyalty on Real Juice

Brand Loyalty	Monthly house hold Income					
	Married		Unmarried		Total	
	No.	%	No.	%	No.	%
Undivided Loyalty (AAAA)	28	56	24	48	52	52
Divided Loyalty(ABAB)	14	28	10	20	24	24
Unstable Loyalty(AABB)	3	6	8	16	11	11
No Loyalty (ABCD)	5	10	8	16	13	13
Total	50	100	35	100	100	100

Figure No.13. Marital Status & Brand Loyalty on Real Juice:



Source: Field Survey 2011/2012

Table and chart present above reveals that must of the respondents 52% are undivided loyalty 24% 11% & 13% all the unstable loyal & non-loyal respectively. In term of marital status, married people all found to be brand loyal in special brand of Real Juice 56% married & 48% unmarried were strongly loyal whereas 28% married & 20% unmarried are found to be divided loyal 6% married & 16% unmarried and found to have unstable inform of brand. 10% married & 16% unmarried all found to be non-loyal in any specific brand of Real Juice.

4.5.1(a) Marital Status & Brand Loyalty on Real Juice: Chi-Squire Test:

H₀: There is no significant difference in brand loyalty between married & unmarried.

Table No. 28. Chi-Squire calculation of Marital Status and Brand Loyalty:

Level of significance	5%
Number of Row	4
Number of Column	2
Degree of Freedom	3
Tabulated Value	7.815
Chi-Squire test statistic	3.939

Since, Chi-Squire (x^2) test statistic (3.939) is less than Chi-Squire (x^2) tabulated value (7.815) value. Hence his flows that married & unmarried all found to be equality brand loyal in the case of Real Juice. There is no significance between married & unmarried. Therefore, the null hypothesis has been accepted.

4.5.2 Marital Status and Brand Loyalty on Appy Juice:

Table No.29. Marital Status & Brand Loyalty on Appy Juice:

Brand Loyalty	Monthly house hold Income					
	Married		Unmarried		Total	
	No.	%	No.	%	No.	%
Undivided Loyalty (AAAA)	25	50	23	46	48	48
Divided Loyalty(ABAB)	15	30	12	24	27	27
Unstable Loyalty(AABB)	4	8	7	14	11	11
No Loyalty (ABCD)	6	12	8	16	14	14
Total	50	100	50	100	100	100

Source: Field Survey 2011/2012

Figure No. 14. Marital Status & Brand Loyalty on Appy Juice:

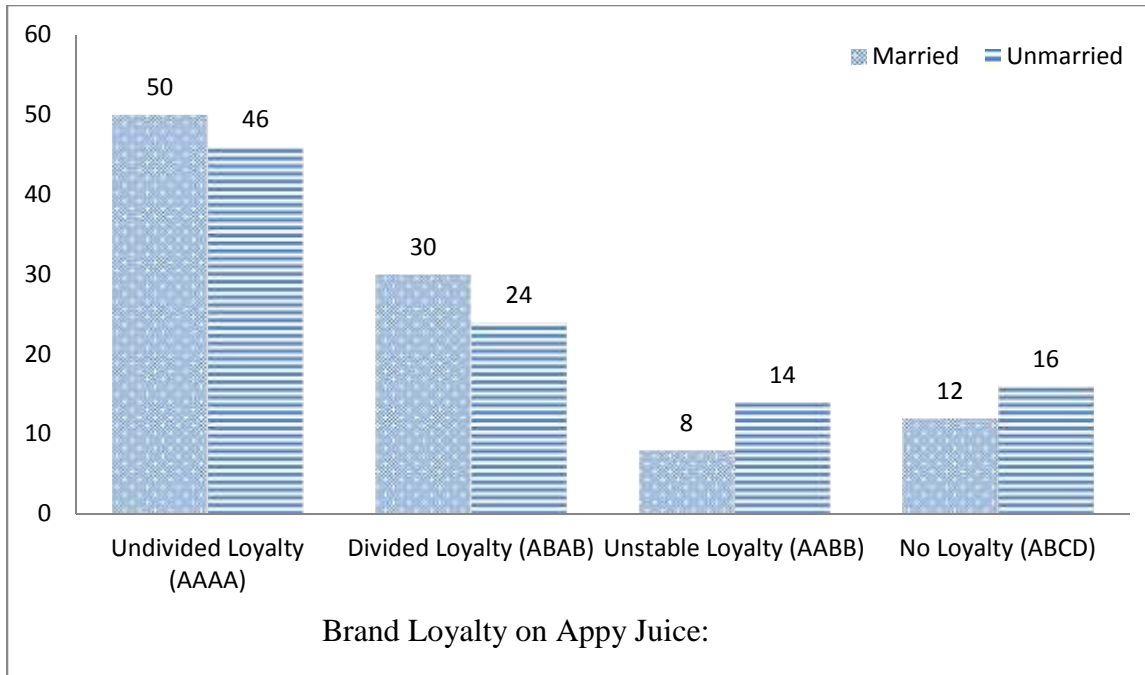


Table & chart present above reveals that most of the respondents 48% are undivided loyalty followed by divided brand loyalty 27%, 11% & 14% all the unstable brand loyal & non-loyal respectively. In the term of marital status, married people all found to be brand loyal in special brand of Appy Juice, 50% married & 46% unmarried were strongly loyal whereas 30% married & 24% unmarried are found to be divided loyalty, 8% married & 14% unmarried are found to have unstable in from of brand & last 12% married & 16% unmarried are found to be non-loyal in any specific brand of Appy Juice.

4.5.2(a) Marital Status & Brand Loyalty on Appy Juice Chi-Square test:-

H_0 : There is no significant difference in brand loyalty between married & unmarried.

Table No. 30. Chi-Square calculation of Married status & Brand Loyalty

Level of significance	0.05%
Number of Row	4
Number of Column	2
Degree of Freedom	3
Tabulated Value	7.815
Chi-Square test statistic	1.5206

Since Chi-Square (χ^2) test statistic 1.5206 is less than Chi-Square (χ^2) tabulated value 7.815 value, hence it follows that married & unmarried are found to be equally brand loyal in the case of Appy Juice. There is no significant difference between married & unmarried. Therefore, the null hypothesis has been accepted.

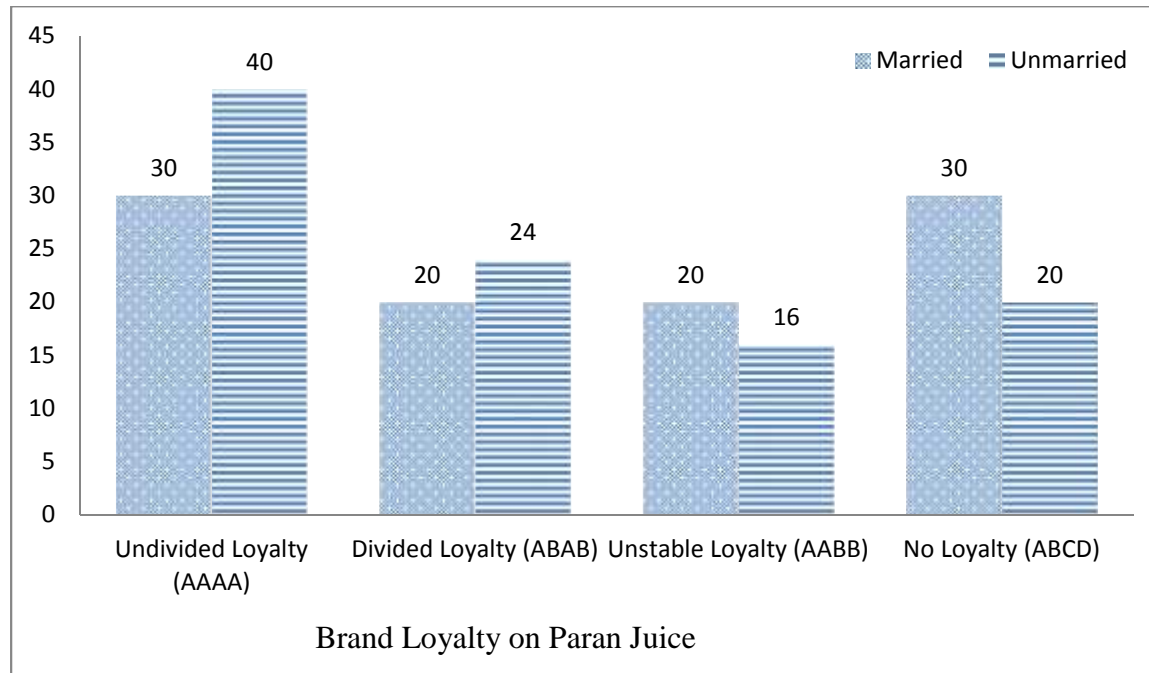
4.5.3 Marital Status & Brand Loyalty on Paran Brand Juice

Table No. 31. Marital Status & Brand Loyalty on Paran Brand Juice:

Brand Loyalty	Married		Unmarried		Total	
	No.	%	No.	%	No.	%
Undivided Loyalty (AAAA)	15	30	20	40	35	35
Divided Loyalty (ABAB)	10	20	12	24	22	22
Unstable Loyalty (AABB)	10	20	8	16	18	18
No Loyalty (ABCD)	15	30	10	20	25	25
Total	50	100	50	100	100	100

Source: Field Survey 2011/2012

Figure No. 15. Marital Status & Brand Loyalty on Paran Juice



Source: Field Survey 2011/2012

Table & chart presented above reveals that of the respondents 35% are undivided loyalty followed by divided brand loyalty 22% 18%, & 25% all the unstable brand loyal & non-loyal respectively. In term of marital status, married people all found to be brand loyal in special brand of Paran Juice 30% married 40% unmarried were strongly loyal whereas 20% married 16% unmarried are found to be unstable in form of brand. 30% married & 25% unmarried are found to be non-loyal in any specific brand of Paran Juice.

4.5.3(a) Marital Status & Brand Loyalty on Paran Juice: Chi-Squire text:

H₀: There is no significant difference in brand loyalty between married & unmarried.

Table No. 32. Chi-Squire calculation of Marital Status & Brand Loyalty

Level of significance	0.05%
Number of Row	4
Number of Column	2
Degree of Freedom	3
Tabulated Value	7.815
Chi-Squire test statistic	2.1183

Since, Chi-Squire (x^2) test statistic 2.1183 is less than Chi-Squire (x^2) tabulated value 7.815 value hence his flows that married & unmarried all found to be equality brand loyal in the case of Paran Juice. There is no significance difference between married & unmarried. Therefore the null hypothesis has been accepted.

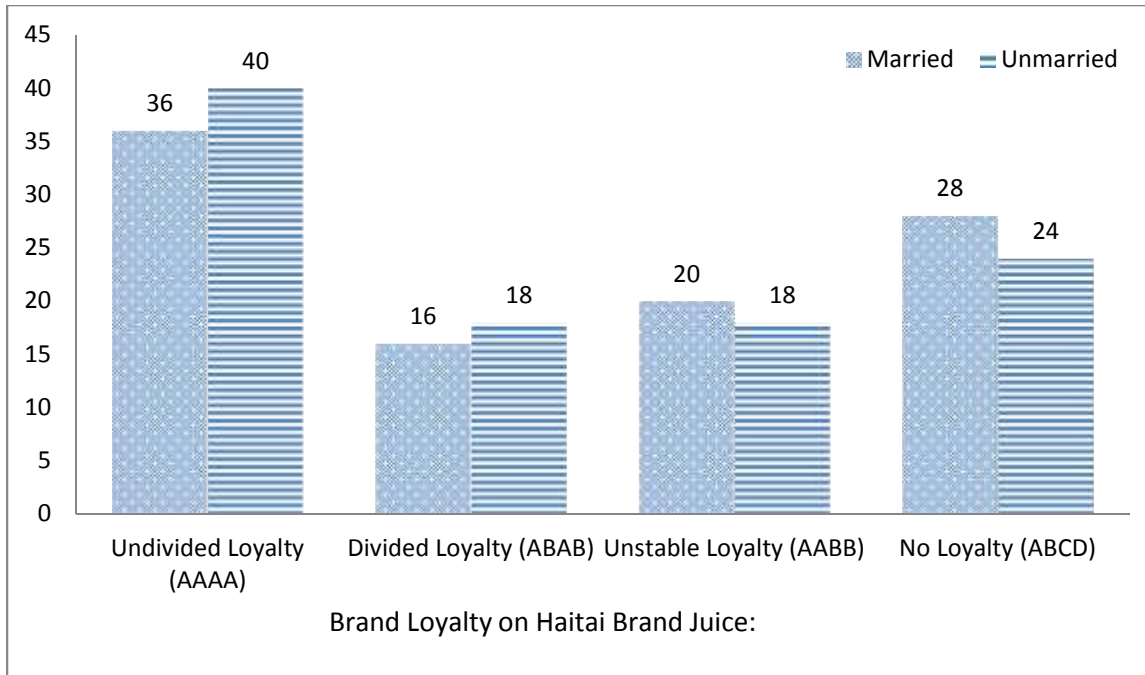
4.5.4 Marital Status on Brand Loyalty on Haitai Brand Juice:

Table No.33. Marital Status & Brand loyalty on Haitai Brand Juice:

Brand Loyalty	Married		Unmarried		Total	
	No.	%	No.	%	No.	%
Undivided Loyalty (AAAA)	18	36	20	40	38	38
Divided Loyalty(ABAB)	8	16	9	18	17	17
Unstable Loyalty(AABB)	10	20	9	18	19	19
No Loyalty (ABCD)	14	28	12	24	26	26
Total	50	100	50	100	100	100

Source: Field Survey 2011/2012

Figure No. 16. Marital Status & Brand Loyalty on Haitai Brand Juice:



Source: Field Survey 2011/2012

Table & chart present above reveals that most of the respondents 38% are undivided loyalty followed by divided brand loyalty 17%, 19%, & 26% all the unstable brand loyal & non-loyal respectively. In term of marital status married people all found to be brand loyal in special brand of Haitai Juice 36% married & 40% unmarried were strongly loyal whereas 16% married & 18% unmarried are found divided loyalty, 20% married & 18% unmarried and found to have unstable in from of brand. 28% married & 24% unmarried are found to be non-loyal in any specific brand of Haitai Juice.

4.5.4(a) Marital Status & Brand Loyalty on Haitai Juice: Chi-Square test:

H_0 : There is no significant difference in brand loyalty between married & unmarried.

Table No. 34. Chi-Square calculation of Marital Status & Brand Loyalty

Level of significance	0.05%
Number of Row	4
Number of Column	2
Degree of Freedom	3
Tabulated Value	7.815
Chi-Square test statistic	0.37056

Since, Chi-Square (χ^2) test statistic 0.37056 is less than Chi-Square (χ^2) tabulation value 7.815 value, hence it flows that married & unmarried all found to be equality brand loyal in the use of Haitai Juice. There is no significant difference between married & unmarried. Therefore, the null hypothesis has been accepted.

4.6 Factors Causing Brand Switching

It has been already presented in various table and chart that the number of respondent who are strongly loyal in the specific brand of any product is very low. People switch brand for many purposes. In this topic, it is attempted to find out the causes of brand switching in different items. Respondents were asked the question. "Which one of the following factors makes you leave one brand and switch to other?" The factors provided with the question are:-

- i. Price off
- ii. Advertising
- iii. A desire to test new brand
- iv. Others

Others , includes factors like quality, taste, smell, availability, health, conscious, from friends and recommendation, purity, suitability, fairness, availability near drinks etc. To analyze the factors causing brand switching, undividedly loyal (AAAA), dividedly loyalty (ABAB) and unstable loyal (AABB) respondents are grouped as brand loyalty respondents and rests are defined as non-brand loyal respondent the response of the respondents on the question is presented in the table 34.

Table No. 34: Factors Causing Brand Switching

Name of Product	Factors	Brand Loyal	%	Non Brand Loyal	%	Total	%
Real Juice	Price off	23	23	4	4	27	27
	Advertising	28	28	8	8	36	36
	Desire to test New product	11	11	3	3	14	14
	Others	20	20	3	3	23	23
	Total	82	82	18	18	100	100
Appy Juice	Price off	20	20	7	4	27	27
	Advertising	31	31	8	8	39	36
	Desire to test New product	13	13	1	3	14	14
	Others	18	18	2	3	20	23
	Total	82	82	18	18	100	100
Paran Juice	Price off	20	20	9	9	29	29
	Advertising	22	22	12	12	34	34
	Desire to test New product	9	9	5	5	14	14
	Others	16	16	7	7	23	23
	Total	67	67	33	33	100	100
Haitai Juice	Price off	37	37	12	12	49	49
	Advertising	27	27	7	7	34	34
	Desire to test New product	9	9	1	1	10	10
	Others	6	6	1	1	7	7
	Total	79	79	21	21	100	100

Source: Field Survey 2011/2012

The table shows that advertisement is the most effective factor for switching brand of Real Juice 36Percent (28% brand loyal and 8% non- Brand loyal) respondents responded that

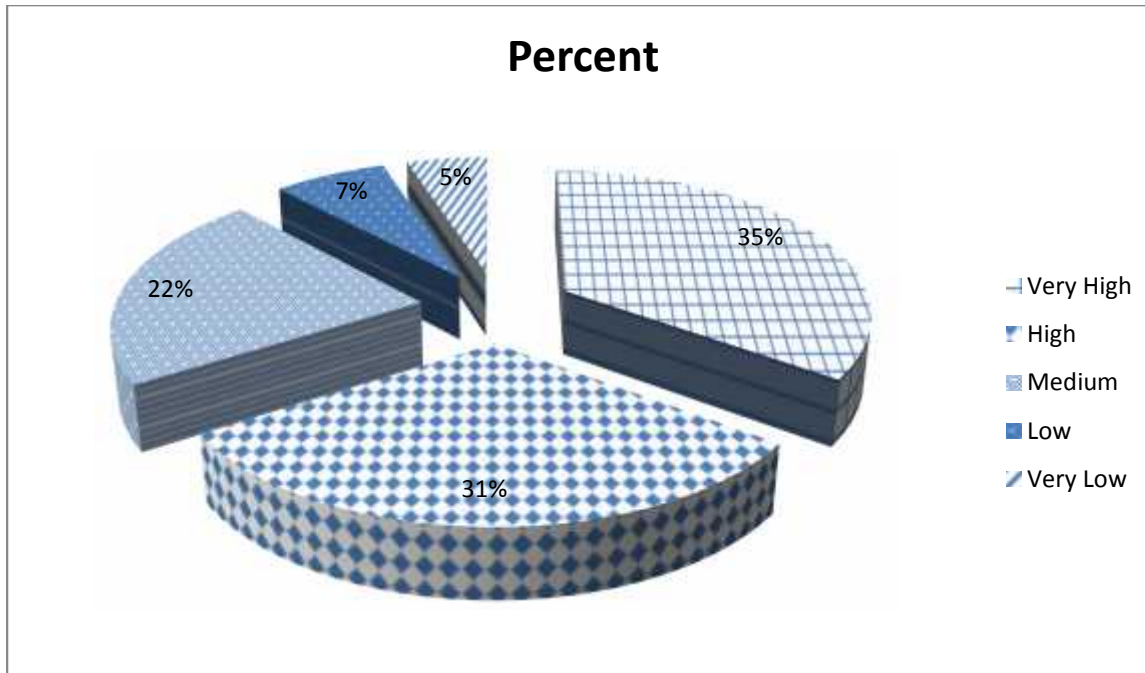
advertising is the factor that them to leave brand and switch on another brand of – Similarly, 39 percent (31% brand loyal and 8% non-brand loyal) respondents of Appy Juice are affected by advertisement to switch the brand. Using has effected dominantly for brand switching in the item Paran Juice too. 34, percent (22% brand loyal and 12% non-loyal) respondents are found to be affected by advertising campaign to switch the Paran Juice. However, in the case of lip care the respondents are affected by the price activities to switch another product. 41, percent respondents (37% brand loyal and 12% all respondents) responded that they are highly impressed by the activities to leave one brand and switch to other brand of Haitai brand Juice.34 percent (27% brand loyal and 7% non-loyal) respondents of Haitai Juice and 26 percent (23% brand loyal and 3% non-loyal) (20% brand loyal and 7% non-loyal) respondents of brand 29 percent (20% brand loyal and 9% non-loyal) respondents of Paran Juice are affected by price activities (price off) for brand strong. In the same way 14 percent (11% loyal and 3% non-loyal) respondents of Real Juice 14 percent (13% loyal and 1% non-loyal) respondents of Appy Juice, 14 percent (9% loyal and 5% non-loyal) respondents of Paran Juice, 10 percent (9% loyal and 1% non-loyal) respondents of Haitai Juice. They were motivated to switch the brand because of a desire new product. Moreover, rest of the respondents have others reason for switching.

4.7 Effects of Incentives in Brand Choice

Table no. 35: Effects of Incentives in Brand Choice.

Effectives of incentives	Frequency	Percent
Very High	35	35
High	31	31
Medium	22	22
Low	7	7
Very Low	5	5
Total	100	100

Figure no. 17: Effects of Incentives in Brand Choice.



The table and chart presented above shows that most of respondents of consumers are affected by incentives like free goods, price off etc. 35 percent of respondents responded that those incentives very highly effects in brand choice. Similarly, 31 percent of respondent replied that the effect is high, 22 percent of respondents have opinion that those incentives have medium effect in brand choice. Very few respondents (7% and 5% respectively) responded that the effects of the incentives are low and very low. According to respondents received from consumer we can conclude that majority of consumer are effected by incentives like free sample, price off, free coupon, prize, bumper, discount etc. for brand choice.

4.8 The following major findings are deduced from the study.

4.8.1 Finding regarding Sex Variable

1. The greater percent of female are found to have undivided loyalty and divided loyalty. Male are also found undivided loyalty and divided loyalty in case of Real Juice. Test shows that there is no difference in brand loyalty between male and female.

2. In the case Appy Juice greater percent male and female are found to have undivided loyalty divided loyal. Test show that there is no difference in brand loyalty between male and female.

3. In case of Paran Juice greater percentage of female are found to have loyal and most of male are found to have no loyalty. Test shows that there is significant difference between male and female.

4. Similarly in the case of Haitai Juice percentage of loyal respondent are found high. They are equally brand loyal. There is no significant difference in brand loyalty between male and female.

4.8.2 Finding regarding Age Variable

1. Under age group 8-15 greater percentages of respondents are found to have undivided loyalty and no loyalty in case of Real Juice. There is no relation between age and brand loyalty. Greater percentage of respondent is found to have undivided loyal among them.

2. Most of respondent are found to have dividedly loyal in case of Appy Juice. This indicates that, they are conscious in the case of Appy Juice. Test statistics shows that there is no relation between age and brand loyalty.

3. In the case of Paran Brand Juice greater percentage of respondents are found to have unstable loyalty. Among them greater percentage of respondent of age group 15-25 are found loyal. Test statistics indicates that there is no relation between age and brand loyalty.

4. In the case of Haitai Brand Juice most of respondents is fall in undividedly loyal categories. Most of respond of age group 15-25 and above 25 are found strongly loyal. Test statistics indicates that there is no relation between age and brand loyalty.

4.8.3 Finding regarding Income Variable

1. Under income group 20000 and above greater percentage of respondent are found to have undividedly loyal in the case of Real Juice. Test statistics show that there is no relation between income and brand loyalty.

2. In the case of Appy Juice greater percentage of respondent of 20000 and above income group are found undividedly brand loyal. In this case most of respondent are in to undividedly brand loyal. And test statistics show that there is no relation between income and brand loyalty.

3. In the case of Paran Brand Juice, most of the respondents are found to have undivided loyal. However, among them greater percentage of respondents of income group 20000 and above are found undividedly loyal in the case of Paran Brand Juice. This indicates that there is no relation between income and brand loyalty.

4. In the case of Haitai Brand Juice, most of respondents or greater percentages of respondent are found loyal consumer categories. Among them greater percentage of income group 20000 and above is found more loyal than other.

4.8.4 Finding regarding marital status.

1. The greater percentage of married are found to have undivided loyalty and divided loyalty. In case of unmarried are found to have undivided loyalty and divided loyalty in case of Real Juice. Test shows there is no difference in brand loyalty between married and unmarried.

2. In case of Appy Juice, greater percentage of married and unmarried are found to have undivided loyalty. Test shows that there is no difference in brand loyalty between married and unmarried.

3. In case of Paran Brand Juice greater percentage of married are found to have loyal and same in unmarried too. But second greater percentage of unmarried have divided loyalty than that of married one. Test shows that there is to significant different between unmarried and married.

4. In case of Haitai Brand Juice percentage of loyal respondent are found high in unmarried than to be in married. Test shows that there is no significant different between unmarried and married.

4.8.5 Cause of Brand Switching

1. Advertising Campaign is found to be the dominant factor of brand switching in products Real, Appy and Paran Juice.

2. In the case of the Items Haitai Brand Juice majority of the people are affected price activities (price off) for brand switching.

3. It is found that incentives like price off, free goods etc. highly affects people to purchase the brand.

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATION

Intend of this study is to analyze the brand loyalty of Juice Items in Kathmandu valley. A brief introduction about the study has been already presented in chapter one. In second chapter, various journals, related books, other publication as well as unpublished master degree dissertations have been reviewed. Research methodology has been described in chapter three, while all the available data has been presented and analyzed in chapter four.

In this chapter, the effort has been made first to present summary of major findings and conclusion drawn from the analysis. The last steps proceeds with the recommendation.

5.1 Summary

Industrial activities have greatly increased in Nepal over the past years. The country which was overwhelmingly dependent on agriculture: although has not completely grown out of this dependence but has shown significantly growing industrial involvement and development which has consequently opened a door to an alternative support to sustain its economic life, Every year new fields of industrial importance are being uncovered and consequently the numbers of different industrial units are increasing. All these have offered betterment to the nation and also have introduced a very tough competition in the Nepalese market. Today, a product to be sold successfully in the market requires proper presentation and promotion. In order to win the heart of the consumer, one should not only have good quality but it should be accompanied by brand names, labels, attractive packaging and lots more.

Considering the very realities of the market, this study is a sincere endeavor of finding out brand loyalty of Juice Items in Kathmandu valley and its growth in them over the years if any. Besides the main objective of finding out the brand loyalty of Juice Items in Kathmandu valley, the study, also contains the attempt of examining the brand awareness in Nepalese consumers and analyzing its impact on purchase decision and to examine the relationship of brand loyalty with demographic variables Real Juice Appy Juice, Paran Juice & Haitai Juice are the four different kinds of Juice Items selected for the study.

This study is based on scientific method of research. All the Nepalese consumers of Kathmandu valley are considered population of the study. A sample of 200 consumers is randomly taken out

of the population on the basis of convenience sampling basis taking into account that there is an involvement of significant number of respondents with variation in age, sex, income level and marital status etc. A well-structured questionnaire is the main instrument for collection of required data. All the participants were provided with the questionnaire to give their sincere opinions and were collected after been completed by them.

The data thus collected by the means of questionnaire are presented, interpreted and analyzed so as to obtain the objective of the study.

From the interpretation and analysis of the data, it is found that Nepalese consumers have high degree of brand awareness and most of them are brand loyal in all the products selected for the study which has grown significantly in over the years. Similarly, it is also found that the factors such as age, sex, marital status and income level etc. are related to brand loyalty and the direction and degree of correlation varies across the products.

2. Conclusion

Following conclusion are deduced from the study

1. Consumers of Kathmandu valley give high importance to brand. They purchase the products based on brand.
2. Most of consumers have good knowledge about all the brands available in the market.
3. Brand loyalty varies also product and product and loyalty towards brand is relatively higher in the product that is more frequency needed as compared to those needed or used less frequency.
4. Brand loyalty varies consumer to consumer. Some consumers. Are more brands loyal then other and vice versa.
5. No relation between consumers age and brand loyalty was established.
6. In case of Real Juice higher income group is more loyal on brand.
7. Most or respondent are influenced by incentive for their brand choice.
8. Most of consumers of Kathmandu valley are found undividedly loyal in specific brand of chosen products categories except Paran & Haitai brand Juice.
9. Greater percentage of consumer switches the brand in cause of advertising in item and Real, Appy and Paran brand Juice.

10. In case of Haitai brand juice greater percentage of consumer switches the brand in case of price-off.

5.3 Recommendations

Following recommendation are made based on findings of the study.

1. Particular attention should be given in branding the item of Juice brand is necessary in almost all type of item.
2. Brand should be distinctive or unique in every type of product. The distinct brand will be very much helpful to differentiate the desire product of the consumer from the other products.
3. Studies on brand loyalty should be made on continuously. Most of consumer showing brand loyalty indicates towards hidden assets of the manufactures or sellers. They should have knowledge of these valuable assets. It will give them effective guideline for developing successful marketing strategy.
4. The product line of the same brand should be increased according to preference of consumers. So that brand switching is discouraged. The quality of product should also be maintained.
5. The following recommendations are made for the future researchers.
6. Sample size should be larger. Products chosen for the study under brand loyalty are those, which are purchased regularly and repeatedly, and population using such products is very large, therefore small of sample cannot accurately resemble the population.
7. The product to be included in the study should be having diversified nature so that each of them represents as many types of product as possible.
8. The questionnaire used in study should be as short and simple as possible.
9. Effective statistical tools should be used to analyze and interpret collected data.

None of the above studies have done research entitled study on Brand Loyalty of Juice items in Kathmandu Valley. So, this study could be helpful to researcher, planner and students in future.

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ANNEX-I

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
TRIBHUVAN UNIVERSITY, KIRTIPUR

Questionnaire for the research of Master of Business Studies of dissertation Survey entitled "Brand Loyalty on Consumer Product (Juice Item) in Kathmandu Valley".

I am **Krishna Khanal** (M.B.S. students at Tribhuvan University, Kirtipur. I am conducting a research on brand loyalty of Juice Item in Kathmandu Valley. So, I request you co-operate me by filling up this questionnaire. The more accurately and elegantly you fill up. This questionnaire, the more accurate and meaningful my study will be.

A brand is the name term, sign or symbol, or a combination of them which you use to demand your desired product in the market or which you use to different the products of on producer form that of the other.

Respondent Profile:

Name:

Sex:

Age:

Marital Status:

Profession:

Family Monthly Income:

Pleas tick () in the answer for which you agree with.

1) Which Juice Item you regularly use ?

a) Real Fruity Juice

b) Appy Juice

c) Paran Brand Juice

d) Haitai Brand Juice

1.1) For Product Real Fruity :-

a) Do you recall Juice Brand ?

i) Yes ii) No

b) Following are the different types of the Juice ? How do you buy them?

i) By Brand ii) By Inspection

c) Which Juice do you use for feeling thirsty?

i) Real Juice ii) Appy Juice

iii) Paran Juice iv) Other

d) Which brand did you buy in last four purchase?

i)

ii)

iii)

iv)

e) What do you do if your favorite brand is not available?

i) Wait for favorite

ii) Buy the alternative

f) In your opinion is it perfect price in this?

i) Yes ii) No

1.2) For product Appy Juice?

a) Do you recall Juice Brand?

i) Yes ii) No

b) How do you know Appy Juice?

i) By Advertisement

ii) By Media

iii) By friend

iv) Other

c) How do you feel when you drink Appy Juice?

i) Relief ii) Satisfaction

ii) Cool

d) In which condition you choose Appy Juice?

i) Feeling thirsty ii) Outgoing

iii) Watching movie iv) Other

e) If you can't beg Appy Ju9ce at the time when you wants to drink then what do you prefer?

i) Real Juice ii) Slice

iii) Water iv) Other

f) In your opinion is it perfect price in this?

i) Yes ii) No

1.3) For Paran Brand Juice

a) Do you recall Juice?

i) Yes ii) No

b) Following are the different types of Juice? How do you by them?

i) By Brand ii) By Inspection

c) What can be done to make it more famous?

i) Advertisement ii) Offer/New Scheme

iii) Reasonable Price iv) Easily Price

d) How do you feel when you drink Paran Juice?

i) Relief ii) Satisfaction

iii) Cool

e) In your opinion is it perfect price in this?

ii) Yes ii) No

1.4) For Haitai Brand Juice

a) Do you recall Juice ?

i) Yes ii) No

b) How do you know Haitai Brand Juice?

i) By Add ii) By Media

iii) By friend iv) Other

c) Which flavor do you drink for the feeling thirty?

i) Mango Flavor ii) Orange Flavor

iii) Orange Flavor iv) Other

d) What do you do if your favorite brand is not available?
i) Wait for favorite ii) By the alternative

e) What is the reason to choose Haitai Brand?
i) Fully Satisfaction ii) Foreign Brand
iii) Easily available iv) Other

f) In your opinion is it perfect price in this?
i) Yes ii) No

2. Which of the following factors makes you leave your favorite brand (the brand you wanted to buy) & switch to another alternative?

Real Juice

i) Price off ii) Advertisement campaign
iii) A desire to test new product iv) Other

Appy Juice

i) Price off ii) Advertisement campaign
iii) A desire to test new product iv) Other

Paran Juice

i) Price off ii) Advertisement campaign
ii) A desire to test new product iv) Other

Haitai Juice (Korean Brand)

i) Price off ii) Advertisement campaign
iii) A desire to test new product iv) Other

3. To what extent do the incentives (price off, free goods..... etc.)

After your brand choice

i) Very High ii) High
iii) Medium iv) Low

ANNEX-II

Chi-Squire (χ^2) test is calculated in the following steps.

Step-I: Formulation of hypothesis.

H₀: Null Hypothesis

H₁: Alternative Hypothesis

Step-II: Set $\alpha=0.05$

$u=(r-1) (c-1)$

Table value of (χ^2) 0.05, (c-1) (r-1) = χ^2 table value

Calculation of expected frequency = $\frac{(\text{Row Total}) \times (\text{column Total})}{\text{Grand Total}}$

Step-III: Compute $(\chi^2) = \frac{(O-E)^2}{E}$

(I) Sex & Brand Loyalty

1. A. Computation of Chi-Squire (χ^2), Sex & Brand Loyalty on Real Juice:

Observed Frequency	Expected Frequency	(O-E)	(O-E) ²	(O-E) ² /E
10	10	0	0	0
8	7.5	0.5	0.25	0.0333
4	4	0	0	0
3	3.5	-0.5	0.25	0.07142
11	10	1	1	0.1
7	7.5	-0.5	0.25	0.03333
3	4	-1	1	0.25
4	3.5	0.5	0.25	0.07142
				0.5595

1. B. Computation of Chi-Squire (χ^2), Sex & Brand Loyalty on AppyJuice:

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
8	8.5	-0.5	0.25	0.02941
8	8	0	0	0
5	4	1	1	0.25
4	4.5	-0.5	0.25	0.05555
9	8.5	0.5	0.25	0.02941
8	8	0	0	0
3	4	-1	1	0.25
5	4.5	0.5	0.25	0.05555
Total				0.66992

1. C. Computation of Chi-Squire (χ^2), Sex & Brand Loyalty on Paran Brand Juice:

Observed Frequency	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
7	7.5	-0.5	0.25	0.03333
6	5.5	0.5	0.25	0.04545
9	8.5	0.5	0.25	0.02941
3	3.5	0.05	0.25	0.07142
8	7.5	0.05	0.25	0.03333
5	5.5	-0.05	0.25	0.04545
8	8.5	0.5	0.25	0.02941
4	3.5	0.5	0.25	0.07142
Total				0.35922

1. D. Computation of Chi-Square (χ^2), Sex & Brand Loyalty on Haitai Brand Juice:

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
7	6.5	0.5	0.25	0.03846
6	6.5	-0.05	0.25	0.03846
6	6.5	-0.5	0.25	0.03846
6	5.5	0.5	0.25	0.04545
6	6.5	-0.5	0.25	0.03846
7	6.5	0.5	0.25	0.03846
7	6.5	0.5	0.25	0.03846
5	5.5	-0.5	0.25	0.04545
Total				0.32166

2. Age & Brand Loyalty

2. A. Computation of Chi-Square (χ^2) Age & Brand Loyalty on Real Juice:

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
20	17.6	2.4	5.76	0.3273
10	9.6	0.4	0.16	0.01667
5	6	-1	1	0.1667
5	6.8	-1.8	3.24	0.4765
15	15.4	-0.4	0.16	0.01039
8	8.4	-0.4	0.16	0.01905
6	5.25	0.75	0.5625	0.107143
6	5.95	-0.05	0.0025	0.00042
9	11	-2	4	0.36364
6	6	0	0	0
4	3.75	0.25	0.0625	0.01667
6	4.25	1.75	3.0625	0.72059
Total				2.225073

2. B. Computation of Chi-Squire (χ^2), Age & Brand Loyalty on AppyJuice:

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
14	12.8	1.2	1.44	0.1125
15	14	1	1	0.07143
7	7.2	-0.2	0.04	0.0055
4	6	-2	4	0.6667
10	11.2	-1.2	1.44	0.1286
12	12.25	-0.25	0.0625	0.01190
7	6.3	0.7	0.49	0.07778
6	5.25	0.75	0.5625	0.10714
8	8	0	0	0
8	8.75	-0.75	0.5625	0.06429
4	4.5	-0.5	0.25	0.05556
5	3.75	1.25	1.5625	0.4167
Total				1.7181

2. C. Computation of Chi-Squire (χ^2), Age & Brand Loyalty on Paran Brand Juice:

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
10	10.85	-.85	0.7225	0.06659
8	8.05	-0.05	0.0025	0.0003105
11	10.85	0.015	0.0225	0.002074
6	5.25	0.75	0.5625	0.10714
11	10.85	0.15	0.0225	0.002074
7	8.05	-1.05	1.1025	0.13696
12	10.85	1.15	1.3225	0.12189
5	5.25	0.25	0.0625	0.01190
10	9.3	0.7	0.49	0.05269
8	6.9	1.1	1.21	0.1754
8	9.3	1.3	1.69	0.1817
4	4.5	-0.5	0.25	0.05556
Total				0.9142885

2. D. Computation of Chi-Square (χ^2), Age & Brand Loyalty on Haitai Brand Juice:

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
10	10.5	-0.5	0.25	0.02381
9	8.05	0.95	0.9025	0.11211
7	7	0	0	0
9	9.45	-0.45	0.2025	0.02143
11	10.5	0.5	0.25	0.02381
7	8.05	-1.05	1.1025	.13696
7	7	0	0	0
10	9.45	0.55	0.3025	0.03201
9	9	0	0	0
7	6.9	0.1	0.01	0.00152
6	6	0	0	0
8	8.1	-0.1	0.01	0.001235
Total				0.352885

3. Income & Brand Loyalty

3. A. Computation of Chi-Squire (χ^2), Income & Brand Loyalty on Real Juice:

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
9	11	-2	4	0.4545
5	4.25	0.5625	0.5625	0.1324
6	4.75	1.25	1.5625	0.3289
5	5	0	0	0
15	15.4	-0.4	0.16	0.01039
5	5.95	-0.95	0.9025	0.1517
7	6.65	0.35	0.1225	0.01842
8	7.0	1	1	0.14286
20	17.6	2.4	5.76	0.3273
7	6.8	0.2	0.04	0.0588
6	7.6	1.6	2.56	0.33684
7	8	-1	1	0.125
Total				2.08711

3. B. Computation of Chi-Squire (χ^2), Income & Brand Loyalty on APPY Juice:

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
8	10.25	-2.25	5.0625	0.04939
5	5.5	-0.5	0.25	0.04545
5	4.25	0.75	0.5625	0.1324
7	5	2	4	0.8
15	14.35	0.65	0.4225	0.02944
8	7.7	0.3	0.09	0.01169
6	5.95	0.05	0.0025	0.00042
6	7	-1	1	0.1429
18	16.4	1.6	2.56	0.15609
9	8.8	0.2	0.04	0.00455
6	6.8	-0.8	0.64	0.09412
7	8	-1	1	0.125

Total				1.59145
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3. C. Computation of Chi-Squire (χ^2), Income & Brand Loyalty on Paran Brand Juice:

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
10	11.25	-1.25	1.5625	0.1389
6	6	0	0	0
4	3.25	0.75	0.5625	0.1731
5	4.5	0.5	0.25	0.5556
16	15.75	0.25	0.0625	0.00397
8	8.4	-0.4	0.16	0.01905
5	4.55	0.45	0.2025	0.04451
6	6.3	-0.3	0.09	0.01429
19	18	1	1	0.05556
10	9.6	0.4	0.16	0.01667
4	5.2	-1.2	1.44	0.27692
7	7.2	-0.2	0.04	0.00556
Total				0.80409

3. D.Computation of Chi-Squire (χ^2), Income & Brand Loyalty on Haitai Brand Juice:

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
8	8.75	-0.75	0.5625	0.06425
4	4.5	-0.5	0.25	0.05556
6	5.5	0.5	0.25	0.04545
7	6.25	0.75	0.5625	0.09
12	12.25	-0.25	0.0625	0.005102
8	6.3	1.7	2.89	0.45873
7	7.7	-0.7	0.49	0.06364
8	8.75	-0.75	0.5625	.06429
15	14	1	1	0.07143
6	7.2	-1.2	1.44	0.2
9	8.8	0.2	0.04	0.00455
10	10	0	0	0
Total				1.123042

4. Marital Status on Brand Loyalty:

4. A. Computation of Chi-Square (χ^2), Marital Status on Brand Loyalty on Real Juice:

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
28	26	2	4	0.1539
14	12	2	4	0.3333
3	5.5	-2.5	6.25	1.1364
5	6.5	-1.5	2.25	0.3462
24	26	-2	4	0.1539
10	12	-2	4	0.3333
8	5.5	-2.5	6.25	1.1364
8	6.5	1.5	2.25	0.3462
Total				3.9396

4. B. Computation of Chi-Square (χ^2), Marital Status on Brand Loyalty on APPY Juice:-

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
25	24	1	1	0.04167
15	13.5	1.5	2.25	0.16667
4	5.5	-1.5	2.25	0.4091
6	7	-1	1	0.14286
23	24	-1	1	0.04167
12	13.5	-1.5	2.25	0.16667
7	5.5	1.5	2.25	0.4091
8	7	1	1	0.14286
Total				1.5206

4. C. Computation of Chi-Squire (χ^2), Marital Status on Brand Loyalty on Paran Brand Juice:

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
15	17.5	-2.5	6.25	0.35714
10	11	-1	1	0.09090
10	9	1	1	0.11111
15	12.5	2.5	6.25	0.5
20	17.5	2.5	6.25	0.35714
12	11	1	1	0.09090
8	9	-1	1	0.11111
10	12.5	2.5	6.25	0.5
				2.1183

4. D. Computation of Chi-Squire (χ^2), Marital Status of Brand Loyalty on Haitai Brand Juice:

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
18	19	-1	1	0.05263
8	8.5	-0.5	0.25	0.2941
10	9.5	0.5	0.25	0.02632
14	13	1	1	0.07692
20	19	1	1	0.05263
9	8.5	0.5	0.25	0.02941
9	9.5	-0.5	0.25	0.02632
12	13	-1	1	0.07692
Total				0.37056